

# VARIETY

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## HOLY WEEK NO BUGABOO

### WLS Broadcasts News to UP Clients When Communication Wires Break

Chicago, April 2.

Though the radio-newspaper war still seethes, there are nevertheless instances where transmitters have come to the aid of dailies in times of emergency. Last week during the midwest sleet storm of March 26 and 27 when all communications were disrupted, WLS, the Prairie Farmer station, came to the rescue of the Muncie (Indiana) Press. Because of the storm United Press couldn't get its regular daily news service through to Muncie, which was isolated. U.P. called on WLS, which responded by broadcasting a special 20 minute skeletonized report of the day. First made certain that the Press telegraph man was tuned in by asking WLS listeners to tell the editor that the broadcast would be made.

This is the second instance of WLS coming to the aid of a newspaper which, through storm barriers, was unable to get news service over the regular wires. On March 5, 1932, the station sent a special broadcast to United Press newspaper clients in DeKalb and Freeport, Illinois, and in Oelwein, Iowa. On that day the big news was the kidnapping of the Charles Lindbergh child and the Sino-Japanese war. This year the big stories were the labor arguments, wage problems and the presidential veto of the Vets Bill.

### Barbary Coast Blah; Goldwyn Can't Find Hotcha of Old Days

Hollywood, April 2.

The Barbary Coast against which Samuel Goldwyn intends to shoot much of the action for his Gary Cooper picture of the same title is but a pale, wan and senescent remnant of the lusty old Coast which once was a name across the seven seas.

Robert McIntyre, production chief for Goldwyn, who went to the Bay City to scout locations, reports that the elaborate joy spots which were intended to revive the street of be-dazzled honkey-tonks are now all but empty, with a few beer drinkers and idle bartenders sighing in the wilderness of sawdust floors.

Joint proprietors say that "Barbary Coast," the fact-book-written by Herbert Asbury, which Goldwyn bought for its informative matter, had a great deal to do with the squelching of attempts by the Coast to stage a comeback with open saloons and fern rendezvous. Book had a wide sale in "Frisco" and served to remind old-timers how tough and lurid the old street of grogeries and bagnios had been, and what a revival might mean. Citizenry sicked the cops on it, and the revival effort went floozy.

### Nothing New

Hollywood, April 2.

A crooner who is different is Clarence Orlick, employed at the Mont-alre club in Hollywood. Orlick not only croons for the guests, but he also doubles as bouncer.

### MAY USE FILM PROPAGANDA FOR NRA

General Hugh S. Johnson and the NRA are mulling a war-time propaganda drive, via stage and screen, to start shortly with the express purpose of familiarizing the American public with just what the National Recovery Administration has accomplished thus far.

Washington savants are discussing the modus operandi for propagandizing and it's generally agreed that the screen becomes the most effectual means for visual education along these lines. Instead of the war-time fund-raising motif, the new NRA machinery will be for disseminating general information and nothing more.

Some film publicists have already been approached to cooperate with Washington along these lines. The film industry cooperated to the extent of special NRA trailers; now one idea is for a series of shorts.

It is expected that this vast public-informing move will get under way May 1.

### ALFRED CODONA OUT; RINGLING LOOKS BIG

Alfredo Codona is through as an aerialist. That became known when the Ringling show opened at Madison Square Garden, N. Y., last Friday (30) without the Codona flying turn.

Codona tore the muscles of his shoulder last season during the Garden engagement and was forced out. It was believed that the injury would heal, but physicians later stated complete mending could never be expected. Accident happened to Alfredo when making his sensational triple somersault in the air to a wrist catch by his brother. As an aerial turn the Codonas will appear in the Hagenbeck-Wallace show, but another tier replaces Alfredo, who remains as manager. His

(Continued on page 30)

### SHOW BUSINESS SURPRISINGLY OK

**Broadway Markedly Strong,  
Both Legit and Pictures—  
Ditto the Big Keys for  
Films—Amusement's Traditional  
'Worst Week' a  
Reversal of Form**

### TAME 'BIG BAD WOLF'

Upsetting all precedent, business of Broadway's legit theatres during Holy Week, was in some instances only slightly affected, but the gross of half a dozen shows actually improved, while others held to the pace of the previous week. Same strength and improvement was noted too in the picture theatres, including the key cities.

Heretofore the six days prior to Easter have been notoriously bad for show business and it was the rule for road attractions to lay off. There are few shows on tour yet the tone in other amusements was distinctly surprising. Showmen say that for the past 10 years Lent inclusive of Holy Week has been increasingly less a theatre deterrent. That leaves the week prior to Christmas the really big bad wolf of show business.

### Double Holiday

Broadway's good going last week was recorded in the face of what looked like sure handicaps. Good Friday and Passover were on the same date and even that night was much better than anticipated, ticket agencies especially holding the pace. Drizzling rain throughout

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### Angels and Suckers

Washington, April 2. Stern-faced government officials got two good belly-laughs last week at expense of amusement industry.

Hearing on legit code became uproar when Lawrence Langner, appealing for provisions to reduce cost of productions, confessed he has lost so much dough he isn't investing any more of his own wad in his own plays. He said term angel now has a contemptuous meaning and that capital takes the view that persons investing in the theatre are suckers.

NRA Review Board guttawed when Nicholas Salley of Scarsdale, N. Y., admitted he went into exhibition business knowing majors would refuse to give him pix. "I had too much money. I didn't know what to do with it," he explained.

### Europe's Show Biz Good in Spasms, But Political Tension Is Terrific

### What Liquor Did

St. Paul, April 2. Minnesota rural scene has changed considerably since the return of beer and liquors.

Once plastered with circus and patent medicine posters, the barns and silos now carry artfully-painted blurbs for this and that brand of booze.

Resultant prosperity for the old-hoppers is evidenced by their sudden blossoming out in a rash of 1934 model automobiles.

Europe is sitting on a volcano, according to John W. Hicks, vice-president of Paramount in charge of foreign distribution. Hicks just returned from a tour of European cities and reports that business is sporadically very good, but tension is terrific and everybody seems pitched to a higher nervous strain than realized on this side.

Political situation, of course, to blame everywhere. Nazi Germany, worried France, and Fascist Italy are all ready for anything, and the rest of Europe naturally feels it. Spain, he says, has picked up a lot and seems coolest of the lot.

England, on one other hand, Hicks says, is in very good shape. Conditions in British show biz are better than they have been in years, and grosses are soaring. Some inflation, however, to put up too many theatres, exec fees, there being several big detaxers in the process of construction. This may overheat the country, but he figures the British are careful enough to take care of themselves and that the big detaxers will merely displace older and less necessary houses.

He will go back to Europe early in July to look over the British and Continental situation again, on the theory that things there are too tricky to be watched from a distance for any great length of time.

### TALK CAR SHOW ROUTE FOR ACTS ON COAST

Seattle, April 2.

Four weeks playing time, with six weeks' contract offered to cover traveling, is in the offing for stage, screen and radio performers on a Pacific Coast auto show circuit in 1935, if the plans of the Seattle Automobile Dealers' Association are carried out.

The local association has appointed Carl Heussey, its managing secretary, to pay a visit to the associations in Los Angeles, San Francisco and Portland late this summer to broach the proposition for the unit shows to cover the Coast auto exhibitions.

Idea is that a better class of talent can be engaged with more time offered, the various cities to pay pro rata according to population. The shows would open early in January, probably in L.A.

The association figures stage entertainment of some kind essential to bring the public to see the wares that are for sale.

### BREAD CO. SPONSORS POLICE COURT ON AIR

Denver, April 2.

Police court is going on the air. KLZ will place a mike near the judge's bench, and for a half hour each day the court is open will broadcast the troubles of those coming before the jurist. It's a commercial program, being taken by Old Homestead Bread company, a consistent user of radio.

Jack Fitzpatrick of KLZ will announce the series. The contract runs three months.

### Iowan Town Taxes Itself for a Band, Summer Concerts

Cresco, Ia., April 2.

While tax slashes have been the general rule throughout this section, voters in the spring election sanctioned a special band tax that will be used to support a municipal band that will bear the name of the town.

Summer concerts and good-will tours principal reasons for the band.

### 'LYSISTRATA' IN PIX

Hotcha Greek Comedy Being Readied By Hal Roach

Hollywood, April 2. Target of censorial wrath as a stage production, "Lysistrata" is now being readied for films. Hal Roach studio will produce the comedy as a feature using many of the contract two-reel players in the picture.

"Lizzie" was staged here at the Carthy Circle three years ago. Its run was interrupted by the cops who thought the show was too hotcha and raided it.

Roach has given copies of the comedy to his entire writing staff for censor-proof treatment.

# SIDE-STEP MERCHANDIZING

## Code Authority Questionnaire Seeks Facts, Figures on Radio Studio Opposition to Theatres

Washington, Sweeping survey of broadcast field to determine effect of free radio performances is planned by Broadcast Code Authority. Questionnaires to be sent to all stations in order to get basic facts for use in reaching agreement with legit and film groups are being drafted. Will go in the mail in another fortnight. It is expected.

Move resulted from inability of three groups to get together a month ago on the extent of competition resulting from free entertainment, due largely to lack of definite information about patronage of free broadcasts. Film and legit leaders insisted hundreds of thousands of potential customers are lured away monthly, while broadcasters feel picture is painted too darkly.

Sketchy information available here does not show how many stations provide free admissions or under what circumstances public broadcasts are put on.

Questionnaire will ask not only for number of persons attending and number of public performances, but purpose and type of broadcast. Code rulers want to know if aim is merchandising of particular products, improving of station good will, attracting of attention to particular personalities, or some other motive.

Survey will be handled by James W. Baldwin, executive officer, and Fram Russell, local representative of NBC, appointed liaison committee to discuss matter with film and legit groups.

## WLTH, Brooklyn, Sez Examiner's Report Ga-Ga

WLTH, Brooklyn, for whose wage length the Brooklyn Daily Eagle applied, last week filed with the Federal Radio Commission a bill of exceptions to a report turned in on the station by one of the commission's examiners. Oral argument on the report won't take place for another two months.

On the point made by the examiner that too many commercials were not justified by the commission's policy in granting licenses, WLTH's answer called attention to the applications of two other outlets in New York area, WJZ and WEA. These NBC keys, states the bill of exceptions, noted in their applications that 50% of their assigned time was sold, while only 42% of WLTH's allotment has commercial backing.

WLTH's document disposes of the examiner's charge that WLTH sold 10% of its time for resale by quoting the recent case of WMCA where the commission okayed the deal between Don Flamm and the Federal Broadcasting Corp., allowing the latter to resell all of WMCA's time.

In answer to the examiner's statement that WLTH placed its own interest above that of the public, the bill of exceptions declares that the station "cannot understand how this conclusion could have been drawn when the examiner made no findings or reported no facts regarding WLTH's programs, as to their variety, public interest or general utility."

Foster Brooks of Brooks and Pierson team, appointed to the KSO announcing staff.

## SLIP OF THE TONGUE

WBBM Announcers Forget Call Letters, Name of Sponsor

April 2. WBBM announcers will likely get lessons in memory shortly if the memory slips continue. Norman Barry was dropped from the CBS-WBBM announcing staff last week on a miscue. At a program break told the audience they were listening to WBO.

Barry used to work at WBO in the old days, with that station now out of business. Two months ago an announcer killed off on the same station when he announced the start of the Old Gold program by very clearly enunciating into the microphone that 'Chesterfield is on the air.'

## CBS ALTERS % POLICY FOR DISCS

CBS last week paved the way for its following of NBC into the spot broadcasting and electrical transcription business on an extensive scale by announcing that effective May 24 Radio Sales, Inc., the network's local station booking adjunct, will discontinue the recognition of all special agencies, time brokers and general station reps. As a preliminary step to entering the spot field NBC stopped its payment of commissions to these go-between elements two months ago.

Stations now on the Radio Sales representation list are those CBS owns or operates. They consist of WCCO, Minneapolis; WBBM, Chicago; KMOX, St. Louis; WJVS, Washington; WPG, Atlantic City; WFT, Charlotte, and WKRC, Cincinnati.

All present contracts, for which an intermediary had been responsible, will pay the agreed commission until their expiration dates.

## SCHUMANN-HEINK ON BABY FOOD NBC SHOW

Chicago, April 2. Mme. Schumann-Heink opens a series for Gerber's Baby Food for a 13-week minimum, running from 9-9:15 p.m. on the NBC basis blue on Sundays. Starting date in the contract is April 29 but minor difficulties may hold the initial gallop until May 4.

Spotted on the show through the Biggie Levin office here with the account handled by the Erwin-Wasey agency. The operatic star reported drawing \$1,700 weekly for the turn.

Understood agency has negotiated with NBC for west-coast time for a rebroadcast, if and when.

## Ed Kobak Feted

NBC last Monday (26) tossed a party at the St. Regis, N. Y., so that the personnel in the sales department could meet the new v.p. in charge of that end of the organization, Edgar Kobak. It was the first get-together of its kind financed by the network in years.

Number of the boys confined their quaffing to wine.

## NBC DISAVOWS RESPONSIBILITY

Big Dailies Steam Up Advertisers That Stations Should Give Local Follow-Through Service Same as Press-Network Fights Tendency

## FEARS EXPENSE

NBC is giving aid and counsel to its affiliated stations as part of a determined struggle to stop advertisers from getting merchandizing concessions. Pressure is growing and the stations share the alarm of NBC that the network may ultimately be forced to do a more complete selling job than is presently implied in a straight purchase of facilities and programs by a sponsor.

NBC is resisting advertiser demands every inch of the way. Admittedly it puts the network in a delicate position. Network can get away with a certain amount of stalling, where advertising agencies are concerned, but when the sponsor directly makes the requests for a little follow-through it's not so simple. Sponsors express their anger more effectively than the diplomacy-obligated agencies.

NBC's idea of merchandizing is to turn over a supply of letterheads and envelopes to the advertiser. Stenographic labor and postage stamps is for the advertiser to provide. Where advertisers desire to circulate road crews through a given area NBC's conception of the network or station responsibility is to donate a road map or a list of local dealers, but otherwise refrains from assuming any additional responsibility.

## Cost Question

NBC hopes to educate advertisers away from merchandising demands, but the newspapers are constantly steaming up advertisers on this moot question. Some of the big dailies in particular maintain elaborate research and sales promotion staffs. NBC argues that in radio this is the manufacturer's job and cannot be undertaken by NBC itself or NBC stations individually except at added cost to the advertisers and that a general policy of local merchandising would immediately be reflected in increased car rates.

Advertisers want stations to make dealer contacts by mail and in person to distribute posters, window cards and arrange exploitation tie-ups generally. Precedent is the service rendered by the dailies, which in some instances practically solicit sales for their advertisers.

## Baker-Armour Show Back in Chi Apr. 27

Chicago, April 2. Bill Baker and the Armour show return to Chicago on April 27 to continue the NBC ride. Though originally slated to get back on May 4 the Chicago hop was jumped ahead one week.

Armour account is now being handled by Lord & Thomas agency here instead of N. W. Ayer. Reason for the account move is said to be the desire of Armour to have an agency with Chicago headquarters handle their business in close contact with the Armour home office.

## DAVE STONE AT WSM

Nashville, April 2. David Stone has joined WSM, Nashville, as announcer for this National Life Variety and Lasses White Minstrel shows.

## James Baldwin Raps NRA Ideas on Expanded Payrolls, Shorter Hours, As Fatal to Small Stations

## Affable WFI

Philadelphia, April 2. "Trust Thy Neighbor" seems to be the theme song of WFI in Philly, with no time being sold on basis of contracts. Outfit, NBC carrier in Philly, is owned by the classy Strawberry and Clothier department store, and station is operated along same lines. All purchases of air time are made by letter only, and the studio claims to have no unruly clients. 'Contracts' may be discontinued by one week's notice.

With most local stations scrambling around after new business, with heavily involved contracts WFI's scheme seems the most workable. All their time is sold!

## CRYSTAL-MAKER FINDS \$3 TAG TOO STEEP

Chicago, April 2.

Taking one of the quickest bridges in the history of radio, Carlsbad Crystals quit trying to sell its packages over the ether last week after a short fortnight try. Using three stations, WJJD and KYW in Chicago and WJR in Detroit, with Gene Dennis, psychic, as program, crystal maker found that it was going into the red in jumps with only a couple of listeners going for the direct sale. Same is placed on the steepest price ever asked in radio for a package goods sold over the transmitter. Maker asked the listeners to send in three dollars for a package of the crystals direct from Carlsbad. Stiff price killed any chances for the show.

## DR. LEON LEVY, WCAU, SEEKS RADIO UNITY

Philadelphia, April 2.

Philly stations are combining into a solid organization, it is understood, as a means of combating unfair trade practices, price-cutting, dogmatic union rulings, and other studio difficulties. Plan was suggested by Dr. Leon Levy, WCAU prexy, at last week's luncheon of station executives, because the gentlemen's agreement of monthly gatherings fizzled. Levy's idea is to constitutionally organize, with written agreements signed by every station. This would make such a unit an enforceable power in the treatment of wayward studios, and prevent any one station from suffering embarrassment through the necessity of reporting a competitor to the NRA board.

Local radio situation has been topsy-turvy for many years, with the six major outlets constantly warring under cover. Levy's plan will bring all these practices under a single body's governing control.

## 'Grand Hotel' Layoff

Chicago, April 2. Campana's 'Grand Hotel' program on NBC quits for the season on April 29. Scheduled to resume, however, on Oct. 2. Ralph Ketterling, ex-legit manager and now with the NBC production staff, as been writing the scripts.

Washington, Refusal of the radio industry to accept suggestions that working hours be cut 10% and wages boosted in like proportion was indicated Saturday (31) as first repulse came in to Amusement Division Administrator Sol Rosenblatt. While definite position has not been taken by broadcasters, James W. Baldwin, executive officer of radio code authority, informed Deputy Administrator William P. Farnsworth that in my own opinion the enforcement of your proposals to reduce the 40-hour week people to 36 hours and to reduce those working more than 40 hours to 36 hours with a 10% increase in wages for all would spell disaster for the industry.

Suggestion will be laid before full radio group shortly and formal decision will be made by entire C. A. Baldwin, however, terms the idea inequitable and impracticable, noting that it would utterly destroy all small broadcasting enterprises and would make it impossible for the larger broadcasting enterprises to recover from the reverses suffered during the depression years.

Baldwin emphasized that broadcasters are desirous of giving full co-operation to NRA, but said he is confident if government officials will study matter thoroughly their own mature judgment will dictate a withdrawal of their recommendations.

## WCFL Rejects \$150,000 Bid From Hearst

Chicago, April 2.

Hearst still not set for a station replacement here when KYW, the Herald and Examiner affiliate, switches to Philadelphia. Latest to be contacted is WCFL, the Chicago Federation of Labor station, for a possible buy, but the Laborites laughed it off.

Hearst wanted no association or tie-up with the station as presently operated, but wanted to pay a reported \$150,000 for an outright take-over.

## Mexican Government's Dossier on Brinkley

Dallas, April 2.

Evidently wanting to know something more about Dr. John R. Brinkley, the Mexican secretary of public works, through a Dallas representative, Felix Garcia is being forwarded transcripts of a court trial held in Dallas two years ago when the State of Texas sought to axe the medico's practicing license.

Mexican government wishes to fortify itself with details of the case in event of a comeback from Doc.

## Committee Steers WNEW

Don Clark is out of WNEW, Newark, as press director, and goes with Cleveland B. Chase agency.

Henceforth WNEW will function without a program boss, substituting instead a program committee composed of six members, Walton Butterfield, Bernice Juckes, Sybil Skegal, Ed Fisher, Howard Wiley, Bill Farren. Three of the six will constitute a quorum any afternoon to listen to auditions between 2 and 4.

# NBC Bows Out as Rep on Dr. West Platters as Agency Squawks, but Bans Spotting on CBS Stations

Chicago, April 2.

First actual test of the strength of NBC as a non-exclusive representative as opposed to other representation outfits resulted in a neck-and-neck finish with the advertising agency as the third party in the picture coming out the comparative victor. In the NBC battle were the exclusive representatives such as Ed Petry and Free & Sleininger plus the J. Walter Thompson agency, while the bone of contention was the Dr. West toothpaste "Frank Merriwell" recordings.

These platters are being taken directly off the wire from the NBC studios here by RCA Victor. Show itself is on an NBC eastern network which rides from Cleveland east. Though a Chicago production it has no Chicago outlet. Agency is making these recordings for spot stuff in the midwest and west.

NBC here asked the agency for the brokerage business on these discs but the agency nixed the idea, stating that unless the regular representatives were allowed to handle the business the agency would spot the discs on the stations direct with none of the outlets getting any commission.

**NBC Diplomatic.** Following the stand on the part of J. Walter Thompson the network said okay and bowed out of the representative picture. But insisted that the Merriwell discs be placed only on NBC stations or independent stations. Absolutely refused to permit any of the representatives to place the shows on CBS transmitters even though they might represent them. Thus in Denver, Petry has the Columbia outlet but will not be permitted to spot the platters on that transmitter.

NBC forced this ruling through by telling the agency that otherwise the network would not permit the Merriwell show to be taken directly off the wire. In that case the agency would find it necessary to buy the talent for a repeat show at the recording studio. Agency went along with the NBC wishes in this matter since by taking the show directly off the NBC studio wires it was able to save that talent cost for the second show.

Show started on NBC last week and the platters will start their spot broadcasting campaign on April 16.

## WBBM Kills Symphony For Baseball; Chi NBC Selling 6 Days Only

Chicago, April 2.

Despite the yelps from music lovers about the canning of the Philharmonic orchestra for baseball, WBBM, the local CBS station, starts its baseball broadcasts this Sunday (7). Listeners have been sending frantic letters to newspaper editors and the station itself, but the station will slough for the commercial. Has caused plenty of worry among the radio execs, not only at CBS but at other stations.

NBC has refused to sell its Sunday afternoons to baseball and is offering baseball broadcast prospects a six-day schedule only.

## McCarthy Quits KFI

Los Angeles, April 2.

C. L. McCarthy, who has been assistant general manager of KFI, has resigned after six weeks' service in the job and has returned to his former home in Oakland.

Before taking the KFI spot, McCarthy was assistant to Don Gilman, NBC vice-president on coast activities.

## Triple-Threat Taylor

San Francisco, April 2.

George Taylor has been delegated by the indie KTAB to write the blurbs for that station, in addition to his other duties as a producer, announcer and tenor.

He started the triple threat job last week.

## Bank of America Seeks

### Good Will on Lee Web

San Francisco,

Bank of America this week (3) begins 13 weeks of Tuesday and Wednesday night dramas. The Don Lee network in California, emanating from KFRC here.

Bank backing the program with scholarship and cash awards for essay writers, and putting on a comprehensive newspaper, billboard and direct mail campaign to aid.

Show "Leaders of Tomorrow" has story and plot by Lucy Cuddy. KFRC drama director, and penned by William Robson. Leads in cast are Tom Kelly, Dorothy Scott, Beatrice Benaderet, Ronald Graham, with flock of others doing smaller roles.

Baltimore, April 2.

Alexander Brown & Co., oldest banking and investment firm in the country, goes on air via WFBR once weekly with 15 min. broadcast. Set for 13 weeks.

This being Maryland's tercentenary, program will be framed around early history of state, announcer splicing intermittently on dramatic historical highlights as penned by Elizabeth McCurley, early colony history authority.

Studio recording ensemble will fill in around the gab with music contemporaneous with period talked about.

## Would Prohibit Minute Blurbs In, After, Music

Governing board of the New York musicians' union has under consideration a resolution affecting spot announcements. Should the measure receive approval a station employing Local 802 members would be barred from slipping in capsule plugs between sustaining orchestral programs.

What the proponents of the resolution particularly object to is the practice of tagging a spot announcement on the tail end of a dance program picked up from some hotel or cafe. Ban would also apply to orchestra broadcasts labelled sustaining which originate from the studio itself.

A similar proposal came up before last year's convention of the American Federation of Musicians, but no action was taken on it.

## Tom Mix Ghost Set

Ralston Purina will return the Tom Mix series to NBC in the fall. Ford Parker has closed with Mix for the use of his name on the new series and has the restarting date figured for two days after the end of daylight savings time.

Script show went off last Monday (26) after a run of 26 weeks or a total of 78 programs. For the number of hours collected during this stretch the frame set record. Inflow of trademark strips passed the million mark a week before the program's foldup for the current season.

## Shampoo Show Starts

Watkins Musisled Shampoo through Topping and Lloyd takes to the klugecycles for a Monday night series from CBS. Lillian Roth, Edward G. Robinson, and Arden make up the program written and directed by Walter Craig under the title, "Broadway Night Owls."

Broadcasts at 10:30 p.m. EST. After the inaugural program (2) Walter Craig had the radio editors of New York and environs at the Waldorf-Astoria for a midnight party.

## MORE ANTI-PLUGGING

NBC Mulling the Setting Back of Duples to A. M. Commercials

NBC's program department may soon resort to early morning as a starting point for the regulation of song plugs. Network, which only recently set the counting interval back from 6 to 4 o'clock, contemplates adopting the new measure because of complaints from daytime commercials. These clients have been objecting to having to follow the same number broadcast by sustaining programs.

If the web applies the anti-duplication rule to the entire day's schedule, no pop number will get a repeat performance on either the red (WEAF) or blue (WJZ) links within less than four hours apart, from 9 a.m. to midnight. System would be so administered that the lists of sustaining bands, with these including hotel and cafe pick-ups, would be subject to practically last-minute changes if they were found to conflict with the lists of compositions submitted by nearby daytime commercials.

## COLUMBIA GETS RUDY VALLEE

Rudy Vallee will switch to a CBS sustaining release this summer when he and his band settle down at the Pavillon Royale, Valley Stream, L. I. Operating the latter spot is the same group which managed the Hollywood restaurant, the warbler's current stand.

With his NBC management contract slated to expire in June, the web will be clear for Vallee to shift network alliances. There is also a possibility that the Fleischmann Thursday night whirl will move in the same direction.

John Steinberg who conducts the cuisine and catering at the Casino de Pares, N. Y., will again operate the Pavillon, with his old partner, Cristo, also associated. Joe Moss and Jacob Amron of the Hollywood web will vitally interested in the Pavillon, also having bowed out of Hollywood Gardens, the summer roadhouse on Pelham Parkway, Pelham, N. Y. This venture was condemned by Park Commissioner Moses because it's on city property.

## COURT LOOKS INTO WAKEMAN-WGLC CASE

Albany, April 2.

Supreme Court Justice O. Byron Brewster at Ballston Spa has granted an order requiring the production before a referee of records pertaining to the arrest of Ralph E. Wakeman of Claremont, N.H., for alleged fraudulent sale of radio advertising, a charge from which Wakeman has been exonerated. The order is directed against O. Thompson Griffin, owner of WGLC, Hudson Falls, and Nicholas Lanzara, Saratoga Springs garage owner. Lanzara signed the complaint which resulted in Wakeman's arrest recently.

Wakeman contends his arrest was caused by WGLC, which in a letter denied the existence of a contract authorizing solicitation of advertising for the station. Counsel for WGLC said the contract had been signed by an unauthorized person.

## New Chi NBC Talent

Chicago, April 2.

Chi NBC continues to dig up trios and quartets to replace other trios and quartets. Has brought in the Sparton quartet from Detroit, but under a new tag. Henceforth they will be known as the Songfellows.

Jack Owens, formerly with Ted Weems orchestra, gets a solo spot to exercise his tenor voice, replacing Dick Teala. NBC here also dickered with Leola Turner, Chi Civic Opera warbler.

## BOSWELLS STRAIGHTENED

Boswell Sisters, starting June 6, go under the booking management of the Rockwell-O'Keefe office. Signaturing of this contract came as a sequel to the settlement of "Boswell differences" between the girls and the CBS Artists Bureau.

Revised agreement with CBS relieves the team of any obligation to the network after June 1.

## Good Talent—Bad Producers

Major weakness of the average local station, say ad agency men who have recently been around the country placing business, is its production personnel. A goodly percentage of even the larger city stations, regardless of the high level of their technical equipment and studio appointments, are still back in the earphone era when it comes to the application of radio showmanship.

It isn't a lack of good talent that discourages them, aver the agency men, from selling more of their clients on the idea of locally built programs. The national advertiser, they feel, has a great deal to gain by using local talent to exploit his product, but until the local station shows a keener knack for whipping such talent into showmanlike entertainment they'll go easy with their recommendations.

These agency men say that they have found the artists on the average station far more capable in their business of entertaining than the personnel in the art of putting together an attractive program. In many cases the outlet would be better off if the entertainers were left to their own devices. They might flounder around but the results couldn't be worse than those produced by the maledroit direction to which they are subjected.

Chief fault with the average station, opine their agency critics, is a lacking of understanding of the elements of program pacing and balancing. The network commercials have shown the way but of this the directing minds of the average indie operated station seem totally oblivious. They go on tossing 'em together a la 1925.

One agency exec cites as a case in point a situation he observed on a high-powered key city station. Instead of scheduling what rated as an ordinary hillbilly foursome for two or four 15-minute shows a week it had this act droning out its unvaried routine for a full hour. Another agency man tells of a band leader on a commercial who was permitted to play the entire score of a theme song he himself had written for the opening of each program. Instead of limiting the theme number to three or four bars and then swinging into another composition the leader dragged out his musical signature to a full two minutes, or long enough for his audience to doze off.

Angle that militates against the development of competent production staffs is the frequent turnover these get on the average station. Program directors have become more than artists the migratory element of the industry, moving from one station to another and creating in themselves a psychology that comes to look on one job as a slippery stepping stone to the next one. In the constant shifting low pay plays as much a part as incompetence.

Among the towns that agency men say have found a high quality of program production and general radio showmanship are Kansas City, Cleveland, Cincinnati-Covington, Detroit and Boston.

## WIBX, Utica, Re-Broadcasts WLW

### Takes Programs Off Air, Avoiding Telephone Wire Tolls

## Chi NBC Picks Talent From Ranks for a New Artists' Bureau Ride

Chicago, April 2.

Following the big shake-up at NBC, the program department is starting to piece together a new talent setup. Ruth Lyon, who is on the Words and Music show with Harvey Hayes, gets a couple of solo spots for a build-up try. She fills in the vacancy left by the Sara Ann McCabe departure.

Reinhold Schmitt, the quartet basso, on April 4 at 10:15 p.m., gets a one-weekly 15-minute sustaining build-up on the blue Wesley Summerfield, tenor of the Merriamen quartet now out, looks set for a sustaining ride as a solo based on a program idea he has developed. Bill Cullin of the same quartet may return to KYW whence he came some months ago to replace Norman Cordon as bass with the Merriemen.

## Bisodol's New Cast

Bisodol show on CBS goes off its Sunday night spot, changing to Wednesdays at the same time commencing May 7.

Talent lineup undergoing a complete change, with Everett Marshall on for 13 weeks. Set by Matty Rosen (Morrison office), he started Sunday (3) Tamara doubling from the legit, "Gowans by Roberts" starts April 8 in place of Helen Morgan, with Lou Irwin agenting.

Irwin also placing Ray Middleton on the "Roberts" company on that program.

## Ask 5% Station Tax

Albany, April 2.

Legislature has been asked again this year to impose a 5% tax on gross receipts of radio stations. A proposal to this effect has just been introduced by Senator Thomas F. Burchill, New York City democrat.

An identical measure was offered last year by Senator John L. Buckley, New York City democrat, but died in the Senate.

Utica, April 2.

WIBX, Utica, has entered into an arrangement with WLW, Cincinnati, whereby the former outlet is permitted to pick up the signal of the Crosley transmitter and broadcast it over the Utica area. Through this association WIBX can feed its listeners the programs of mutually contracted commercials. Topping the group of WLW produced affairs that WIBX is taking off the air and rebroadcasting is the Purcell show, which both outlets schedules for three nights a week.

By filtering the programs from transmitter to transmitter WIBX has eliminated the necessity of a wire hooking up the two stations. There is nothing in the Federal Radio Commission's book of rules and regulations to bar this procedure as long as the receiving station has the permission of the originating point. WIBX has protected itself on this angle by embodying the arrangement into contract with WLW.

WIBX last week also became an affiliate of CBS. Among the commercials it is clearing for the network are Tydol and Bond Bread.

Cincinnati, April 2.

Small stations in the South and Southwest surpass those in other sections of the country that accept the offer of the Crosley Radio Corp. to relay programs broadcast by WLW, its 50,000 watt. No charge is made for such plug-ups, whether sustaining or commercial, but there is a definite rule that complete programs must be used to establish originating station and sponsorship identity.

Concession was started by WLW two years ago. As high as 22 stations have rebroadcast WLW programs at the same time. Now, according to Joe Chambers, technical director for Crosley, about 10 stations are making steady use of various WLW programs.

Relay stations have powerful receiving sets and they amplify and rebroadcast programs according to choice.

By means of the arrangement, WLW gets added plugs and its advertisers receive extra coverage without cost.



# AIR SHOWMANSHIP RATHINGS

## 103 STATIONS IN 33 CITIES

**First Appraisal of Kind—  
Stations Ranked on Basis  
of Showmanship, Mer-  
chandizing, Program Cre-  
ation, and General Popu-  
larity Within Own Com-  
munity**

### DISCOUNT WATTAGE

VARIETY prints herewith the first attempt to rate individual broadcasting stations according to their standing within the radio advertising trade. Local showmanship and local station popularity are the yardsticks by which the stations have been measured.

For the present summary VARIETY concerns itself with 33 key cities where two or more stations are in competition. VARIETY anticipates publishing a similar summary for the benefit of the radio advertising world from time to time. It is possible the number of stations will be broadened beyond the 103 stations here reported.

No attempt has been made to rank New York City it being felt that this is primarily a network-dominated situation.

This survey of local showmanship is without precedent. Until recently the question itself has been given little or no thought. But now with the advertising agencies and sponsors increasingly concerned with local showmanship it is believed VARIETY's list is of timely appearance and wide probable usefulness.

In formulating the list VARIETY has combined its own information and knowledge of local situations with the expert comment of authorities within the radio advertising field whose competence to judge values is as unquestionable as their integrity and freedom from bias. These authorities cross-checking each other are of a remarkable unanimity in a majority of cases. Chief disagreements over station rankings refer to Chicago and Los Angeles.

Necessarily the ratings are arbitrary. But in most cases it is felt the solid opinion of informed persons supports the rotation. Of much importance is the tendency of high-powered stations to be overshadowed in showmanship and popularity by less-blessed stations. Strength derived from network programs, mechanical advantages and other passive elements are given due allowance in placing the stations.

### ATLANTA

1. WSB  
2. WGST  
WSB is NBC's 50,000-watt and as such has an easy advantage over WGST 500-watt with CBS affiliation. WSB issues an alert program gossip sheet. In general there is very little local showmanship as yet in the south. Several stations that do reveal some capacity shine out amidst the general lassitude. WSB benefits from the dismantling of XER, Mexico.

### BALTIMORE

1. WCAO  
2. WBAL  
3. WFBR  
Slight margin goes to 250-watt WCAO on showmanship and merchandizing of Tom Lyons. WBAL is owned by power company, has 10,000 watts, and unusual girl style forecaster. WFBR built up by Jack Stewart, now out, has been recruited to special stunts. In general Baltimore competition is stiff and the showmanship of all stations above average.

### BIRMINGHAM

1. WAPI  
2. WKBC  
Birmingham is regarded as a poor radio town. Incidentally it is also a poor theatre town. There is little to choose here. WBRC and WAPI are bracketed for first place chiefly because WAPI divides time with

KVVO, Tulsa, and is not on the air full-time. WKBC is a local one-lunger.

### BOSTON

1. WNAC  
2. WEEI  
3. WBZ  
4. WAAB  
John Shepard, Jr., owns 1,000-watt WNAC which was first place in the Hub on the strength of local showmanship plus the regional Yankee network and Columbia programs. At present engaged in courageous fight to put over its own news flash service. WBZ despite 25,000 watts ranks third for Boston popularity. WNAC's runner-up is utility-owned 1,000-watt WEEI which has several unique programs and gets the red NBC shows. WEEI is smartly managed within the prescribed limits of a conservative ownership.

### BUFFALO

1. WGR  
2. WKBW  
3. WBBN  
Lounsberry is behind 1,000-watt WGR and 500-watt WKBW which take first and second rating by an easy margin over WBBN, newspaper station. Latter is passive so far as local showmanship is concerned and the 1,000-watt station is used chiefly as an NBC outlet. Lounsberryites have originated couple of programs which passed into the Columbia web.

### CHICAGO

1. WLS  
2. WGN  
3. WMAQ  
4. WBBM  
5. KYW  
6. WENR  
7. WJJD  
8. WCFL  
Many factors must be weighed in Chicago. WLS gets first position because its showmanship is alert, aggressive and has resulted in more financial returns from station by-products than is probably true of any other station in America. It might be argued that the bulk of WLS regular fans are not in Chicago. WLS is entitled to lead a Chicago list based primarily on local showmanship. WGN has improved a lot since going indie and is tied-in with the Tribune, a newspaper skilled in showmanship and promotion on the grand scale. It gets second place because its strength is due to its own resourcefulness and because it has just gotten 50,000 watts.

WMAQ gets most of the up-building in Chicago from NBC. To a lesser degree the promotional ingenuity of its owner, the Daily News, contributes. WBBM is to Columbia what WMAQ is to NBC but on local sales this station permits no turf to take root under its feet.

KYW has Hearst backing and has developed numerous local programs. Comic doctors, Sherman and Fratt, have long been identified with this station. WENR is nursed by the network. WJJD suffers from transmitter location and limited budget, has changed hands several times. WCFL is operated by the labor unions with very little taste or discrimination. Once nominally affiliated with NBC it varied practically no network stuff. Has a large working class audience.

There are numerous 'small time' stations in the Chicago neighborhood. These are of the 100- to 250-wattage classification. They live despite the impossibility of figuring with a pad and pencil how they do it. Possibly WGES and WAFB have given honorable separation from the list. Outside of these two there appears to be no evidences of showmanship among the smallies. Erosion on phonograph records seems their chief worry.

### CINCINNATI

1. WLW  
2. WKCY  
3. WSAZ  
4. WKRC  
WLW with 50,000 watts and soon to go to the unprecedented level of 50,000 watts dominates Cin. Station is the originator of road merchandising crews and has combined and operated along theatrical lines. WKCY is not in Cincinnati but across the river in Covington, Kentucky. However it is generally regarded as a Cincinnati outlet. L. E. Wilson, trained in the theatre and of showmanly background, keeps WKCY among the best. WKRC is 70% network (CBS).

### CLEVELAND

1. WHK  
2. WTAM  
3. WGAR  
4. WJAY  
Columbia outlet, WHK, 2,500-watt to sundown, 1,000 afterwards, seems to rate Cleveland first place. Harry Howlett's all-round radio showmanship. WTAM has 50,000 watts and NBC programs. Station was built up by John Royal, now program director in New York for NBC. His stage and vaude showmanship gave WTAM an impetus it still enjoys.

WGAR is NBC blue outlet halving its 1,000 wattage after sundown. This gives it an edge over WJAY which by some advertising agencies would rank third in Cleveland.

### COLUMBUS

1. WSNB  
2. WAUI  
Columbus is not classified as a good radio town possibly because of Cincinnati and Cleveland high powered transmitters. Fred Palmer is the boss of WSNB with CBS affiliation while WAUI is a Howlett station.

### DALLAS

1. KRDL  
2. WFAA  
3. WRR  
Another instance where a 50,000-watt station outranked on showmanship and popularity by a lesser station. CBS outlet, KRDL, has 10,000 watts. WFAA is a red NBC outlet sharing wavelength with WBAP, Fort Worth.

John Thorwald operates WRR, municipally owned and a money-maker. Its 500 watts restricts its coverage of course to Dallas environs.

### DETROIT

1. WJR  
2. CKLW  
3. WXYZ  
WJR has the reputation of being the number one money-maker among individual stations in America. It is smartly operated and has originated several outstanding programs. CKLW, across the river in Canada, is the recipient of Storer-Ryan showmanship and goes in heavily for local merchandising.

WXYZ is coming ahead fast under the guidance of theatre-trained Kunkin-Frendle. Has distinctly local flavor and is flagship of a regional network in Michigan.

In general the quality of station management in Detroit is high and competition keen.

### DENVER

1. KOA  
2. KFEL  
3. KFEL  
KOA (NBC) has the edge. Feeds programs to network. High class programs and policy. KFEL derives strength from Columbia network, has the reputation of operating close to cushion.

Gene O'Fallon's 500-watt KFEL is highly touted in purely local showmanship. Goes in for the flux-and-reflux of municipal life with stunts, prize fights, wrestling, sports events, and court trials.

### DES MOINES

1. WOC-WHO  
2. KJZZ  
NBC's 50,000-watt comes in first. KSO, however, is alert and does a good local job.

### HOUSTON

1. KPRC  
2. KTRH  
Little competition here. Not an outstanding radio town.

### KANSAS CITY

1. KMBC  
2. WDAF  
3. WDAF  
Arthur Church, operator of KMBC, 1,000 watt (CBS) is one of the leaders of the industry and a showman by instinct if not by background. Developed 'Easy Aces.' Another KMBC program, 'Happy Hollow' reputed one of finest of kind on local station.

KMBC is closely pressed by WBR managed by Don Davis and a go-getter station all the way. Not a full time station but while on air its competitive presence is always felt.

### LINCOLN

1. KFAB  
2. KFBR  
KFAB has the strength. Lincoln suffers from proximity to more important Omaha.

### LOS ANGELES

1. KHJ  
2. KFVB  
3. KNX  
4. KFI  
5. KMTR  
6. KFAC  
7. KECA  
Los Angeles as the capital of a great peasant empire of retired farmers and sawdust-hitting rivalists must be judged by its own canons. On top of the eccentricities of the population the time element weighs. Network programs from New York come in three to four hours early and in consequence the Pacific area is not comparable to the rest of the U. S. A.

KHJ appears to have first place sewed up. Most experts agree on that although thereafter the exact sequence in which stations should be rated is a matter of considerable contradiction. KHJ is the Don Lee-CBS outlet but does not rely upon network support. CBS and does spend dough for local programs to feed 12 station hook-up. Has created Blue Monday Jamboree, Shell program and Al Pearce's gang (now KFI) and California Melodies. Raymond Paige orchestra, rated best radio aggregation locally is a KHJ asset.

Kay V. Ripper's historical sketches and a swell orchestra, Jack Joy, have done a lot to popularize KFVB, 1,000-watt, owned by the film company, Warner Brothers, and extensively used to publicize that firm's product. So has strength in remote control dance music. Lots of stunts.

KNX has plenty of enterprise and ignores networks in patterning its programs and policies. Station introduced Frank Watanabe and Eponorable Archie, tremendously popular coast program. KNX is popular in the Pacific northwest which its 25,000 watts permits it to reach. Guy Earl has been the ring-leader in fighting the network-dominated news flash set-up. Optimistic Donut Hour and Arizona Wranglers are other KNX achievements that have brought the station coin and listeners.

KFI gets the bulk of the eastern NBC staff between six and nine but otherwise has little appeal except for some San Francisco programs which it accepts. Has 50,000 watts but little local showmanship. KMTR has changed management a lot. Beverly Hill bills an asset as is Salvatore Santella's orchestra. Afternoon diet is phonograph records. KFAC principal function is to sell Auburn automobiles for the local agent who owns station. It brackets with KFVD, 250-watt. Created in Laws comedy script now on KNX. KECA is the secondary NBC outlet heavily waxed and used as a sluff station.

### LOUISVILLE

1. WHAS  
2. WAVE  
WHAS is old and well established. WAVE is new and hustling. Time may upset status quo. Meanwhile Louisville is ranked in the radio advertising trade as one of the poorest broadcast cities in land.

### NASHVILLE

1. WSM  
2. WLAC  
Very keen rivalry here. WSM has the strength but WLAC has good local programs set-up. WSM rivals WLS, Chicago, in hillbilly appeal. Devotes Saturday night entirely to this stuff. Smart programming generally with 'Grand Old Opry' best known.

### NEW ORLEANS

1. WDSU  
2. WMBZ  
3. WWL  
Seems little room for question on sequence here. WDSU goes for special stunts in big way. WMBZ is a local small (NBC) station. WWL is a Catholic station of local character but does okay job for community commercials.

### OKLAHOMA CITY

1. WKY  
2. KOMA  
Not much to choose between here. Southern Oklahoma entertainment. Both stations bestir themselves occasionally to get off the beaten path. There are two smaller stations in Oklahoma City, KFXR and KQFG. They are of scanty signal strength.

### OMAHA

1. WOW  
2. KOIL  
3. WAWW  
Even Stephen between WOW and KOIL. Both have 1,000 watts. WOW is NBC red and KOIL is NBC blue. WAWW is active also with half the wattage of either stars. Situation is highly competitive.

### PHILADELPHIA

1. WCAU  
2. WPTZ  
3. WILIT  
Columbia's 50,000 wattage has a walkway in Philly. Runners-up aren't even close. KYW moves here from Chicago in fall and that may bring opposition.

### PITTSBURGH

1. WCAE  
2. KDKA  
3. WJAS  
4. KQV  
WCAE with 1,000 watts outranks KDKA's 80,000 on the showmanship and popularity analysis. Both are NBC. KDKA is oldest station in country (13 years) but its reputation seems to outstrip its actual importance in its own area. Some improvement in showmanship since William Hedges took over management. Appears to be handicapped by joint ownership of Westinghouse-NBC.

WJAS ranks a poor third although some think station is improving in program quality. Relations with CBS have been reported none too cordial. KQV is part time. WVAE of Wheeling would like to move to Pittsburgh according to report.

### PORTLAND, ORE.

1. KGW-KEX  
2. KALE  
Nip-and-tuck situation. Leaders part of wider rivalry of two newspapers. KGW-KEX goes in for local stunts has developed Circus Court mock trials, radio Boy Scouts and other promotional programs. KALE is a step-child of KOIN.

### PROVIDENCE

1. WEAN  
2. WJAR  
WEAN's advantage is credited to membership in Yankee network. WJAR is owned by department store and makes little effort to be anything more than an NBC transmitter.

### ROCHESTER

1. WHAM  
2. WHCC  
WHAM has an easy edge. High class station owned by Stromberg-Carlson and highlights such affiliations as Rochester Symphony and Eastman School of Music. WHCC belongs to the Gannett publishing house. It is an everyday broadcasting station.

### SALT LAKE CITY

1. KDLV  
2. KSL  
KDLV comes in at a trot. Has created number of nifty programs including 'Kangaroo Club'. Has showmanship but minimum need to use it. KSL owned by Mormon Church provides creek organ concerts and religious singing and an open field for KDLV.

### ST. LOUIS

1. KMOX  
2. KWK  
3. KSD  
KMOX is closely tailed by KWK. Both stations are aggressive and showmanly. KMOX has an influential cooking school. KSD is owned by a newspaper and as is true of most stations of similar proprietorship has the second fiddle role of a subsidiary.

### SAN FRANCISCO

1. KGO  
2. KFRC  
3. KPO  
4. KYA  
5. KROW  
KGO is NBC's prestige station on Pacific slope. KFRC is the Don Lee outlet. KPO is the secondary NBC outlet. KYA is newly under Hearst rule. KROW is really in Oakland.

### SEATTLE

1. KOMO  
2. KOI  
KOMO has the NBC cream but otherwise stations quite even. Seattle is a good department store and station do expert merchandising jobs, including novelty stunts. Put sustaining programs in department stores, etc. Go in for fashion parade broadcasts. Both rank high in showmanship.

### SPOKANE

1. KPFP  
2. KHQ  
Not ranked as important radio town. Narrow margin competitively between stations.

### WASHINGTON

1. WJTV  
2. WOL  
3. WMAZ  
Generally agreed WJTV stands out head and shoulders. WOL has some good local stuff. WMAZ is a variety NBC network with little local push.

**WGN SALUTE TO THE NATION**  
 5:00 P. M. West Inaugural  
 Sustaining  
 150 Mins.  
 WGN, Chicago  
 Celebrating its 10th anniversary with a boost in its power to 250 watts to double that figure, WGN came through with an inaugural program that ran from eight to 10:30 p. m. And from that point on to closing, along the various and such as Wayne King, Jan Garber, Earl Burnett, Hal Kemp and Richard Cole that followed all fitted in as a long parade of talent giving WGN and the nation the bow of acknowledgment.

WGN presented an imposing array of talent and names on this dedicatory program. No room for errors or bows which made the 150 minutes pass quickly and jammed with entertainment.

Show opened with the playing of "Tomp and Circumstances" and only after the close of the evening was the fact that the director of the WGN orchestra, Adolphe Dumont, had died two days previously, harness while conducting the orchestra for the inaugural celebration.

Pierre Andre led the list of announcers and sent the show away to a graceful start. He then, heretofore dignified yet without coldness, Virginia Clark, of the "Helen Trent" show, performed the candle-lighting ceremony. And then came the Chapmans, the first to be the first to broadcast by remote control over the Tribune station 10 years ago. He played the old time hits such as "Three o'Clock in the Morning."

Came the long list of WGN talent, Laurence Salerno, Adele Starr, Bob Elson, Paul Fogarty and Lawrence Reed of "Reube Appleberry," Albert Salvi, Fred Hunter, Harry Harrington, Helen Freund, Art Kahn and Allan Grant, Francis X. Bushman and Elizabeth Hines, Arthur Wright, Leonard Wright. The singers, exclaiming their tonalities while the talking performers went through short dialogues pertaining to the WGN situation.

W. C. Dornfield, the club performer and magician, was there and doing his regular small-time routine. From his material he is evidently the Milton Berle of the ether. But then into came the real stars, the Phantom Violinist, Mark Love, and many others of the WGN staff.

Closing to bring the celebration to a rousing finish were three hits in succession, Irene Warner as the "Singing Lady," Pat Kennedy and Clara, Lu and Em, with Attilio Baglioni finishing it off with an operatic selection in fine manner.

The grand finale was responsible for the whole thing, Quin Ryan, wasn't around. He had ducked out of town three days before on an excuse that he wanted to see Mexico. He was strong, his doublet and his have had to make a speech. Gold.

#### TOM DAWSON Songs, With Orchestra 15 Mins. Sustaining WMAU, Philadelphia

This, a new show, is building a local following because the voice used is a distinct bass. Opening with "The Song of Surrender" as a theme, gives a full and full of vocal effect, and immediately the bass voice as a soloist holds an audience. Paul Mason's house band, sticking mainly to ballads, does a neat job of fitting the mood of the show.

Idea behind the program is to present Dawson as a romantic figure, that's sure, but the gala, while the virility of the voice expands a potential audience to men as well. The singer, a part of the Four Showmen Quartet, although not very familiar with soloing, is doing a commendable vocal job. Particular attention should be paid to song selections, since any number which has a tendency to draw him out of his range will immediately throw him off pitch.

One thing which will help here is better program presentation. More romantic copy will tend to be necessary, since the present set-up doesn't take full advantage of Dawson's possibilities.

Spot, at 3 p. m. twice weekly, is a poor one. Late evening is what is needed.

#### 'HELLO HOLLYWOOD' Comedy Serial 15 Mins. Sustaining KFAC, Hollywood

Kidding in radio comedy serials is popular on Coast stations. Most programs have been rather blah, but this one looks as if it has something and should stack up particularly good for the future.

There's something of the "Once in a Lifetime" flavor about it, centering as it does about a dumb duck nephew of the producer of a picture study who makes good despite his stupidity.

Script show is on this station three 15-min. periods a week. Produced and written by Tom Gibson, who also plays the lead. Other parts are well taken care of by Paul Norby, Ruth Schooner and Berton Bennett. Sign.

#### NEILSON CHOCOLATE HOUR With Julian Oliver, James Shields, Grace Dunn, Anne Jameson, Musical Review 60 Mins. COMMERICAL CFRB, Toronto

This Canadian program (reviewed by long distance in New York) adheres to a galloping tempo from start to finish. Canadian commentators—Yankees the foremost exponents of zip in the southern side of the imaginary line. Nearest prototype musically on the American radio is B. A. Rolfe, that demon of racing choruses and nothing but choruses.

Several Canadian stations hook up with CFRB in making the presentation. It was halted at the start as the 37th broadcast, so it's no probationary interlude. And it is understandably popular, for its speed is accentuated by its production values and a general dignity in production.

Just how far Canadian precepts on advertising copy influence the commercial plugs cannot be ascertained by a bona fide sample reviewer. However, the announcer is always rational and frequently laconic. Four or five break-into for salesmen, during the hour. Neilson has chocolate, cocoa, and ice cream to sell, and dwells on the individual items.

Canada's singers are pitched high, and so are the vocal clouds more readily than is the custom on American kilocycles. Julian Oliver and Anne Jameson, in particular, range toward the operatic end of the scale. The music of the Italian national passion, James Shields is mustered in most frequently for songs of a sentimental ting. Exotic monally attractive flute voice "as identified as Grace Dunn. There was a violinist also who smoothly pizzicatoed in solo performance. The orchestra bears the title "Little Chocolateated."

Near the final stretch the program introduced two songs by amateurs labeled number one and number two and offered for public ballot for winning a dancing bee. comes Toronto's official theme song in the pending observance of 100 years of civic existence. Land.

#### MEREDITH WILSON, Orchestra 30 Mins. WJZ, New York

Meredith Wilson isn't new but his manner of presentation is a new idea which merits important national attention. That's why NBC is giving him a full hour of the "Singing Lady," Pat Kennedy and Clara, Lu and Em, with Attilio Baglioni finishing it off with an operatic selection in fine manner.

Wilson's staff is something along the lines of a band but a more popular vein. He audibly dwells on the American idiom of popular composition and song trends and illustrates them with a suitable musical accompaniment. His version of Ralph Rainger's "Ballet" (dedicated to George Raft's "Ballet") is likened to the Debussy-Tachikowsky idea of Spanish composition. Thus, while this is a tango foxtrot of Spanish march, execution is strictly in the American manner.

Wilson selects his numbers cannily, digging up some new ones. A tune by Arthur Johnston, "We Have I Heard That Melody?" for example, is an oldie which would click. He paid tribute to the Fred Astaire and Ginger Rogers of vocalizing with orchestration, and used his Coquettes (femme harmonic combo) to illustrate that style.

All in all Wilson rates as one of the best things on the air out of the west or anywhere. He's worthy of a listening post (commercial time booking) and probably a try-out from coast to coast. It would be ideal stuff for Sunday night. Abel.

#### 'RIGHTVILLE CLARION' Participating 30 Mins. COMMERICAL WTIC, Hartford

Participating programs representing a 50-50 swap of one song for another, with the participating spiel need an adroit touch to make them bearable. WTIC employs a clever device to erase the straight advertising nature of the exchange plugs are introduced as seeds in an entertainment watermelon conducted by an ancient editor of the "Rightville Clarion," a mythical newspaper.

Comment, philosophy, small town humor and a miscellany of phonograph records punctuate and separate the advertising accounts, which include a double play from Gillette Blue blades, a local dry cleaner, Dodge motors, Friend's baked beans, Mankin's Ford dog and cat food, etc. Advertisements are delivered over the air as if read from the pages of the Rightville Clarion.

Gen who plays the editor has a mellow voice, easy to like. Station announcer also nice. On the program reviewed an amateur singer, Arthur Rolfe, who sang nicely, although the station felt impelled to stress her amateur status. Land.

#### NORMA SHEARER With Herbert Marshall, Adrian, Arthur Jarrett, Raymond Paige Orch., Shirley Ross, Kay Thompson, Rhythm Kings 30 Mins. Sustaining WABC, New York

Arranged by CBS and Metro picture studios, Hollywood, this national wide exploitation stunt for the picture "Riptide" happened also to be a nifty radio program.

Not that she is likely to do much radio work, but just for the files, Norma Shearer is plenty okay over the kilocycles. Intelligence gleamed through the cosmos during the 10 minutes or whatever it was that she occupied. Her vocal personality separated from her good looking person gets over spitefully.

Leading radio scout also make a note that Herbert Marshall, British-trained legit and picture actor, is strictly affirmative for the ether. In fact, Miss Shearer and Marshall played a public radio show which needs proving to radio, that adult calibre trouping can be immensely engrossing on a wave length. In an excerpt from "Riptide" they demonstrated that given smart dialog and suave performers, dramatic sessions worthy of the attention of adults can be achieved.

Leading radio scout also make a note that given smart dialog and suave performers, dramatic sessions worthy of the attention of adults can be achieved.

Regular radio talent filled in the rest of the half-hour nicely. Land.

#### SALLY OF THE TALKIE Loretta Paynton, Cliff Dana Ryker, Leo S. Rosenzans 15 Mins. COMMERICAL WMAQ, Chicago

Q. When is a kid's show not a kid's show? A. When it's Sally of the Talkie. Not only does the kids listen to it but it must take plenty of inducement to keep the control man awake. Koto desert is footed down by the show's thrice weekly 15-minute afternoon gallop. Angle here seems to have been to get away from the blood-and-thunder stuff at all costs. But the cost is too great.

Behind the scenes in Hollywood is the subtitle. They are shooting a serial with animal situations. But it is all right, and a meaning. Most of the stuff is far beyond the ken of the children's minds. For instance, in one scene heard the director, who is a man, said from New York headquarters telling him the new title is "The Eye of the Eagle," which burns the director's name, and a meaning. Most of the stuff is far beyond the ken of the children's minds. For instance, in one scene heard the director, who is a man, said from New York headquarters telling him the new title is "The Eye of the Eagle," which burns the director's name, and a meaning. Most of the stuff is far beyond the ken of the children's minds. For instance, in one scene heard the director, who is a man, said from New York headquarters telling him the new title is "The Eye of the Eagle," which burns the director's name, and a meaning.

#### LET'S GET FRIENDLY J. Hollis Smith, Bu Fofort, Thorpe 30 Mins. Sustaining WBT, Charlotte, N. C.

Let's get friendly or its equivalent ran for years on WOR, where Smith was assisted by Lina Anger, of vaudeville. Now at WBT in charge of production, he has transported the show, with a new gal assistant and other embellishments that include a first-class trio—Modern Melody Mads, being presented for the first time.

Bu Fofort (Mrs. Bill Elliott) as "Bubbles" isn't comic enough, but what she lacks in giggles she makes up in a certain amount of humor. In the dialog she sounds too forceful and assured instead of the giddy dope she is supposed to be.

Hollis Smith, a comic voice and personality, carries the bulk of the comedy and patter. The songs are popular numbers of a few years back, the most part. At times accompaniment suggested insufficient rehearsal.

Trio, a la Boswell, consists of Clemie Reid, Mary Skidmore and Doris Helt. Thorpe Westerfield is a guitarist.

#### 'HOOSIER PHILOSOPHER' Tramp Starr 30 Mins. Sustaining WQOW, Fort Wayne

Consists mainly of short philosophic squibs and rhymes gathered together by newcomer to station. Tramp Starr has his from WLW where he has a future for some time. Local schedule has him on twice daily, first at 2:30 for full half-hour which reaches the farm area, and then at 3:30 in the evening for general consumption.

Organ fills in for background atmosphere.

#### A.C. SPARK PLUG DERBY The Cookoos, including Ray Knight, Mary Hoppie, Mary Mc- Coy, Jack Arthur, Robert Arm- bruster Comedy, Songs, Band 30 Mins. COMMERICAL WJZ, New York

In bringing back "The Cookoos," which returned radio's oldest comedy stanza of its kind, the maker of the A.C. spark plug has run into a condition it had not anticipated. They say that when this show is slotted Wednesday nights puts it in opposition to the Ipana-Sal Hapatica, which ended by Fred Allen and the General Motors subslid will likely find that this certainly no easy opposition to digest. Revamping of the Fred Allen stand occurred after A.C. had contacted for its spot on the blue ink.

What makes the situation tougher than ever is the similarity in type of the two frames.

As a variety show the A.C. shindig is built to the latest audience tastes. "The Cookoos" brand of nonsense hasn't been dulled. Ray Knight shows as keen a fair as ever for cracking a butteck, the daisy whip at current follies, the vocal and orchestral interludes are neatly spliced into the proceedings and the thing as a whole moves with a pace that assures sufficient interest. Still part of the Knight stodge menage is the Mrs. Penny-feather character. Also the lad with the pipe, Scotch, and the one among those missing is Mac Questrel.

Jack Arthur and Mary McCoy do well by the warbling bit whether it be solo or in duet, while Robert Armbruster wears 'em ear-tickling version of the latest output from Tin Pan Alley. Worthy of a special note is the vocal mix of the smooth mixing of the Ivories by Milton Crouse and Armbruster in the piano duo interludes.

Play retelling is split between the testimony of a professional engineer, introduced here as Mr. McMinn, and the conventional copy quoting by an announcer. A.C. started off the series with a contest. The theme of the treatise is "How I Improved the Performance of My Car Through Cleaning" and the prize is an auto worth the prize not specified.

Moment before the program's fadeout is allotted Knight for trailer purposes. His next program (4), as announced, will elect the Lyons Antonic expedition as its source of ratiery. Odec.

#### FRANK MERRIWELL With Donald Briggs, Jack Mather, Tommy Donahue, Charles Eggle- ston, Dolores Gillon, Monsur Kelly Serial 15 Mins. COMMERICAL WCAU, New York

Frank Merriwell, 40 years a juvenile in popular fiction, comes to the radio modernized in speech and outward aspect, but still the many paragon of a's sentiment and honor he always was. His creator, Gilbert Patten, better known as Burt L. Standish, is authoring the air version. Patten is nearly 70 years of age, having devoted most of his life to turning out some 300 books and whatnot concerning this stalwart hero.

Merriwell ought to do well for Dr. West's toothpaste. Sponsor has bought more than another youthful adventure yarn. It's a legendary figure, a familiar synonym for schoolboy heroics. The first time tested and sentimentally hallowed. Stories lend themselves to easy transplaning. Patten can extract a goodly store of material from his own store of published stuff. A few deft touches to make it contemporary will bridge the gulf of years. Since it's a familiar synonym for schoolboy heroics, the first time tested and sentimentally hallowed. Stories lend themselves to easy transplaning. Patten can extract a goodly store of material from his own store of published stuff. A few deft touches to make it contemporary will bridge the gulf of years.

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#### THREE JAY BOYS Novelty Music 15 Mins. Sustaining WMAU, New York

Spiffy trio belonging to the school of negroid music of which the well known Mills Brothers are the No. 1 exponents. Plano, a founder, two brothers furnish the foundation for the Jays.

Typically Harlemaque song, "I've Got Horses and Numbers On My Mind" is as good a clue as any to the kind of talents the Jays represent and the kind of material they use.

Entertaining. Land.

#### EDDIE PEABODY Banjoist COMMERICAL WJZ, New York

Prior to coming to Manhattan this "demon of the strings" was reviewed by "Variety" from the San Francisco where he was getting the Pacific coast record salary of \$400 per broadcast for a grocery house. Eddie Peabody resides an introduction by his manager, Andy Van on the Fleischmann hour Peabody is appearing nightly as an attraction at the Hollywood restaurant and on Saturdays is the brightness of the WJZ (local) Pure Oil broadcast.

A musician of varied accomplishments with years of picture house work, behind him, Peabody rings much to radio and is handling in good performances for Pure Oil. His technique on the banjo is frequently brilliant. He also rattles with equal facility on a number of other string instruments and has pleasant speaking voice. Land.

#### BOB BECKER Dog Stories 15 Mins. COMMERICAL WGN, Chicago

Becker is the ace animal fancier of the Midwest. He goes back before radio, doing animal columns for the Chicago Tribune. And day he is writing a day-by-day account of the Chicago Tribune experimental farm. He knows animals and what's more, knows how to tell about them interestingly.

For the Red Heart dog food company he is doing two 15-minute broadcasts, on Monday and Wednesday evenings at seven o'clock. It's a happy time and wisely selected by the Henri, Hurst and family, and the heads of the family around the loudspeaker. Dogs are largely a masculine hobby and at seven p.m. the male worker, just through supper and grabbing himself a pipeful of tobacco.

Program is not only interesting in itself, but is certain to capture the imagination of the listener. With the final punch being that the program itself leads directly to the product to be sold. The start, body and end of the show is dog food. Must be a winner, any way you figure it.

Becker chatters amiably about dogs, their habits and goes into a heart-bursting story of some miracle occurrence. He mentions house-breaking, the canine intelligence, overcoming timidity, teaching the dog to do things, the best-to-goodness stuff for any dog owner.

Bulk of the program is a story, perhaps of soap-opera of heroism, and a dog, lost half-way across the continent battling its way home.

Throughout, a radio gem in workmanship, showmanship and salesmanship. Gold.

#### THE OLD THEATRE A. Winfield Hoeny Dramatic Readings 15 Mins. Sustaining WOR, Newark

Through this 15-minute frame, coming in the early evening Wednesdays, WOR does fine obeisance to Shakespeare. Aside from the fact that the old theatre is served up, credit is due the outlet for bringing to the mike one of the finest speaking voices now gracing the wave-length of the radio sector.

To the sensitive ear the charm with which A. Winfield Hoeny and his resonant basso give life and meaning to a dramatic excerpt from the Bard's works is a treat.

Program dedicates itself to the great dramatic actors and actresses of the past. Hoeny opens and closes his readings with an ode titled, "My Shakespeare Sweet!" It makes a fitting bracket to his dramatic gleanings. With him in these prose recitals are other players but this support is pretty much limited to feed purposes. Hoeny heightens the effect of his lofty speeches and the effect of the dramatic prose of incidental music.

Stanza could stand some improvement on the technical end. Hoeny's voice is a bit strident, standing too close to the mike. Reaction of his lower frequencies on the loudspeakers would perhaps be much more in his favor if the technicians gave him a steering hand. Odec.

#### FRANCO HI-JINKS With Johnny Murray, Swor and Goode, Sally, Pasquale, Earl Hodg- ins, Kings, Sam, Don, Sam, Jimmy Tolson, Myrtle Dunne, Jack Joy's Orchestra COMMERICAL KWB, Hollywood

The program has kept in first place over all local air vaude programs for more than two years. Fault of most of this type locally is that it is a cautious and groovy stuff—but the Hi-Jinks, built almost wholly for laughs and minimizing music, continues to rate No. 1 because of its fascinating and "popular" nature. The broadcast is manifest in the fact that whenever it is put into auditoriums for free (Continued on page 44)



## Inside Stuff—Radio

Efforts of Los Angeles newspaper publishers to negotiate peace between the papers and KFI and KNX, which are refusing to take the bulletin service as arranged under the network-newspaper pact proved futile. Broadcasters politely told the publishers they would conduct their business as they saw fit and hoped the newspapers would do likewise.

KFI and KNX are serviced by the independent radio news gathering organization which was started by KNX and is tied co-operatively with other stations up and down the Coast and through the middlewest.

Undercover talk among the newspapers on the Coast of eliminating logs of stations that take the independent service, but as yet has not gone beyond the talk stage.

Young chap heading an agency associated with his father's coast chain is reported to have gone haywire in the methods of operating his business. Is dictatorial in dealings with artists who, though not under contract to his organization, he will not permit taking spot dates, out of town for fear that it might hurt them when he required them for a single appearance on a sustaining program coming out of the main station.

He also disregards veteran radio people associated with him, telling them that a pal of his who writes songs, and is his constant adviser, knows more about producing shows and bookings than his entire organization.

If Jerry Crowley, WIP Philadelphia program exec, has his way, there'll be no more free periods donated by local outlets to pic and legit houses. Previously, attitude has been that names from the theatres were good station publicity as well as a plug for the theatre.

Crowley, after doing some sub-rosa investigating, believes that theatres would pay for time if the stations didn't throw it at them. And the new angle calls for all houses buying a weekly 15-minute period to be considered as bought space in a newspaper, while any other donated time could be likened to a free rider.

Variety's weekly surveys of various cities are nearing their conclusion and will be summarized for a final verdict on the subject, "Do fans know sponsors?"

Meanwhile many sidelights have been obtained by Variety through the gathering of the data. This week the tabulation for Albany, New York, is published. In that city a resident took home five questionnaires for the members of his family to answer.

Unable to fill in every space, his grown-up daughter tore up her sheet and the other four because she "was afraid that if every one of the spaces was not filled in the programs would be taken off the air."

Gov. Paul V. McNutt of Indiana is considering use of \$20,000 from his contingency fund to match a similar amount raised by popular subscription for the proposed state radio system. Plans call for immediate erection of five transmitters for short waves. It is estimated that \$40,000 would get the work well underway.

Fort Wayne is included in the program, which will have four of the stations located in corners of state with the fifth at Indianapolis. State safety department is anxious to speed up the program.

CBS took a survey of the relative photo breaks it got in the dailies nationally for the two weeks between February 15 and 29 and found that though NBC sends out twice as many pictures Columbia had tops by a substantial margin. Of the half tone columns crashed by the two webs for this period CBS garnered 58% and NBC 42%.

## Chi NBC Gets a Good Job Done; Finds Name For Male Quartet

Chicago, April 2. They had a lot of fun finding a new name for the Crusaders, male quartet. For a month they were the Nameless Quartet. After much cogitation they were tagged the Sovereigns.

Runner-up title was the Bach-ethers but this was sloughed when three of the four yelled that they had found it. NBC probably doesn't know even now there's an act in vaude called the Four Bachelors. And they sing.

## 1-Min. Dramas Plug P. & G. Drene Product

Chicago, April 2. Series of one-minute announcements for Drene, Procter and Gamble product, being recorded by the Columbia Phonograph studios here.

Spotted through Kastor agency, the announcements will be dramatized. Cast includes Lewis, Elizabeth, Harriet and Dorothy Dawson. Harlow Wilcox is doing the commercial top-off. Wilcox is an NBC contract announcer but NBC had to come through with the okay in this instance with Procter and Gamble on NBC here with a 30-minute local show for American Family soap.

## 'Boy Reporter' Vacash

Chicago, April 2. Educator Biscuit, through Blackett-Sample-Hummert agency here, this week calls a halt to the transferring of the 'Dick Steele, Boy Reporter' show now on WGN. Has completed 65 discs of the show, which is figured enough to keep the show going on the spot transmitters until late in May.

Show continues in the flesh on WGN, the Chicago Tribune station here, and likely to strike until the end of May, when it flunks off the ether for the summer.

## Hog Caller Proves It

Lincoln, April 2. WJAG regrets its invitation for one Fred Patzel, champion hog caller, to exhibit his wares in their studio.

With the first fancy Poland China halos, the station went off the air and the voluminous voice cost the establishment something like \$500 to repair the havoc stricken equipment.

## WTIC, HARTFORD NOW FULL TIME

Hartford, April 2. more than three years of petitioning the 50,000-watt ravelers Insurance Broadcasting Station WTIC has received permission to extend its operating schedule from a partial to a full-time basis from the Federal Radio Commission. This schedule will go into effect some time during April.

Hartford transmitter which operates on 1060 kilocycles and has a power output of 50,000 watts will henceforth broadcast on a frequency of 1040 kilocycles sharing the wave length with KRLL of Dallas, Texas, owned by the Dallas Times-Herald. The plan accepted by the Federal commission is one proposed by Daniel Reed of the Travelers and J. Clayton Randall, WTIC plant manager.

New arrangement will not involve synchronization inasmuch as Travelers is affiliated with the NBC and Dallas with the CBS chain. Plan provides for Station KTHS of Hot Springs to shift from 1040 kilocycles to 1060 kilocycles which it will share with WBAL of Baltimore. Several months of testing by Hartford and Dallas transmitters proved the feasibility of the project. Engineers claim there will be no interference.

## WIRE TOLLS CAN BE CUT—J. W. BARRETT

James W. Barrett, head man of the Radio-Press News Network, claims that he can achieve considerable economies on wire charges by working out a central distributing point. Barrett's explanation to Variety is prompted by a story from Lancaster, Pennsylvania, giving the small station slant on the news bulletin expense.

Each station using the service must, of course, pay \$12.50 a month membership dues, but there is no reason why wire charges cannot be circumvented. In the case of Lancaster the daily line charges can be worked out at \$5.80 instead of the reported \$7.50, Barrett declares.

Stations will obtain material according to which of the three centres—New York, Chicago or Los Angeles—they are nearest. Los Angeles service, however, will be entirely different from the eastern bulletins and will be essentially western in tone and interest.

## 5-Week Layoff for King

Chicago, April 2. Number of bands will substitute for the Wayne King orchestra on the Lady Esther shows when King starts a five-week vacation on May 5. King band will not play any dates during this period but will lay off completely.

Lady Esther is now sending four shows weekly over national webs.

## BENGSTON REVIVES SCRIPTS

Denver, April 2. Jmer L. Bengston, production manager of KLEZ, is writing and directing two programs weekly over the station. One is Sportslights, and the other is 'Code of the Condemned.' The latter is highlights of spy activities in Europe. Both have been on before, but are being revived.

Sustaining at present. DeMars, WBRC, Birmingham, has a broken hand received in an accident near Macon, Ga. It put an end to her piano playing for a while.

## Chicago Needs Prestige; Fears N. Y. May Dismantle Town; Ag'cies-Webs Blame Each Other on Showmanship

### AIR ROTARY CIRCUIT

Team incubates burgh.

Incinnati, April 2. Al Pete are vending harmony and comic patter in new series for Fleetwing Oil Company in three-weekly airings from three cities. Team blasts Monday nights from 8:15 to 8:30 over WLW here. Thursdays find 'em in Pittsburgh to face mike at KDKA from 8:45 m. and on Saturdays they are heard from Cleveland via WTAM, starting at 7 p. m.

They are backgrounded by an instrumental foursome headed by Stubby Gordon and his 'whispering' clarinet, with piano, guitar and string bass support.

## 'We've Decided on Music, You Like It, Don't You?' Packard Pauses to Ask

Packard Motor has decided to take a 13-week flier. NBC, but before contracting for the program, it is consulting the owners of Packard's for their preference in radio entertainment. Direction of the Packard directorate's choice is indicated by the way this questionnaire, which went out to the customers last week, is phrased. Query asks whether there is any type of program that the person addressed prefers to a symphony orchestra and, if so, what that class of show is.

With Cecil, Warwick and Cecil as the agency instigating the show, NBC recently auditioned for Packard a symphonic unit of 100 pieces headed by Walter Damrosch and with John B. Kennedy as narrator. Among the other programs heard by the car manufacturer is a series of dramatizations based on Mark Sullivan's 'Our Times.' This audition was prepared by Young-Rubicam, the current agency on the Packard account.

Young-Rubicam idea would have each of the programs cover some outstanding event in American history within the past four decades. Each broadcast would run 15 minutes and use a Don Voorhees unit as the musical background. Packard figures to start Monday (9) on the blue (WJZ), 10:45 p. m. EST.

## VINCE INSURES NBC 9-10 HR. FOR FALL

William R. Warner Co., bottler of Sloan's Liniment and Vince Mouthwash, isn't taking any chances on losing its present spot on NBC for the coming fall. Commercial last week signed a 13-week contract for the Wednesday night 9 to 10 niche on the blue (WJZ) station, starting Sept. 19.

Vince end of the account's current series winds up in three more weeks. Cecil, Warwick & Cecil is the agency.

## Gen. Mills' Splurge

General Mills will do a one-time cross-country whirl on NBC Saturday week with the line-up of picture names including George Arliss, Constance Talmadge, Ronald Colman, Loretta Young, Spencer Tracy, Fredric March and Jack Oakie. Colman will function as m.c. on the Hollywood pickup.

Set for airing into the hour's program from the New York end are John Dea and Florence Rice in a scene from 'She Loves Me Not,' Arliss, Tess Gardella and Abe Lyman. Broadcast is slated for the red (WEAF) network with 7 p. m. EST, the starting time.

Milling company did a similar one-time show on CBS March 24.

## ie Harris Renewed

Pebecco has renewed Radie Harris, screen interviewer, for 13 more weeks on Fridays at 9 p. m. Program goes out over WOR, WGN and WLW.

Chicago, April 2. worrying about its figures.

The figures the auditors in New York analyze and directorate discuss, and that give rise to those nightmare rumors that New York may, might, or could dismantle mid-western offices on the plea of unwarranted overhead. A number of important shows have moved east recently, causing change in Chicago radio arithmetic and furrowing Chicago brows anew.

There are two sides to the question and problem, 'what's wrong with Chicago?' On one side the advertising agencies blame the networks as deficient in ingenuity, lacking in showmanship and unable to compete as to talent or ideas with what New York can offer. Reverse the networks argue that the Chicago advertising agencies are manned by favorite nephews and other youngsters who don't know what they want and seek to shift the blame for their own indecisions and certainties on the webs.

Campaign to raise Chicago's showmanship prestige dates back several years. While the complaint may be that the networks have not been entirely successful in developing new talent and programs it is certainly a matter of record that so far as hiring and firing and trial and error are valid evidence they have tried.

To-day as in the past critics of the network make the point that the webs shine as salesmen but not as showmen. In rebuttal the networks point to the notorious vagueness of radio sponsors and the notorious stalling and shadow-boxing of advertising agencies and ask how, they can provide material or personalities to please guys who change their mind with the socks. Chicago's big breaks during the past season have come through local dance orchestras.

## Grace Z. Brown, Author, Young-Rubicam Agency, In Court Over \$2,200

Suit brought by Grace Z. Brown, continuity writer, against Young-Rubicam to collect \$2,200 which she claims is due her in connection with the Borden program, 45 Minutes in Hollywood (CBS), reached the second round last week when the agency filed in the City Court an answer to her complaint. Replying papers denied that she had been hired for the run of the show, 26 weeks, or that the agency owes her the sum named in the action.

In her complaint Miss Brown contends that she had been brought into the Borden Saturday night affair by Don Stauffer, dramatic director for the agency, with the understanding that the scripting job was hers while the show lasted. Also that the recompense agreed upon was \$2,600 to be paid off at the rate of \$100 a week. Agency, states the complaint, breached the contract by suddenly letting her out after the fourth week.

Defense set up by Young-Rubicam is that she had been retained only on a broadcast to broadcast basis and that she had been dropped because the agency had found her not competent. Answer also asserts she hadn't enough experience to write the 'Hollywood' continuity rapidly and effectively, that she objected to making changes in her stuff and that even when she did, come through with the revisions, the agency's staff had to write the script all over again. Included in the answer is the allegation that she rejected the two weeks' salary offered her in lieu of notice.

Miss Brown avers that she wrote the original script which sold the show to Borden.

## MRS. WHITEMAN VERY ILL

Paul Whiteman Monday (yesterday) was preparing to fly to Denver in the event his mother's condition showed signs of getting worse.

Mrs. Whiteman was operated on in a Denver hospital following a stroke.

# RADIO CHATTER

## New York

Howard Phillips, baritone on morning commercial over NBC sang in 'Sweet and Low', has m.c'd in picture houses conducted orchestras, and is a composer.

Chester Vedder who announces the addresses over WGY from the Executive Mansion in Albany had the assignment during Governor Roosevelt's terms and continued to hold it after Herbert H. Lehman was elected as F. D. R.'s successor.

Bill Meenam, editor WGY's 'Scissors and Paste', began a 'Meet the Artists' series. A entertainer is interviewed each week. Hank Keene, leader of a hill-billy act over WGY, says he went on the air for the first time at the age of 11 as a piano soloist over WCK, St. Louis. And the chap who preceded him at the mike was Little Jack Little, who originated broadcast over WIAZ, Rensselaer Polytechnic Institute station in Troy, N. Y.

William H. Haskell, radio editor of the Albany Knickerbocker Press and Evening News, has a new radio receiving set and warns artists on WJZ. Couldn't get 'em on his old set. New one was installed by Bill Purcell, chief engineer, and Al Knapp, control engineer, both of WGY.

Herb Gordon, broadcasting through WOKO from the Ten Eyck hotel, Albany, has composed a new song 'Where Was I'. Lyrics by Moe Jaffe, who wrote 'Colgate'. John W. Nichols, who originated broadcast of a new tenor solo program every Thursday noon for WGN in Chester, N. Y.

Albany High School choir is giving a series of four programs from WOKO. Lee Bolley, announcer at WESG, Elmira, was put on the spot by being forced to submit to an air interview by Norbert O'Brien.

WESG, Elmira, drew a Felsenaptha local talent commercial and the program consists of Curley Johnson's orchestra and Arden Colbert, tenor, on 30 minutes every Wednesday night.

Henry Gladue, baritone, is among the new artists on WESG, Elmira. William Paley due back soon from the Bermudas.

Marvin Welt has taken over management of Jimmy's department. Frank Black grooming Maude Runyon for an NBC buildup. Peter Van Steeden makes a bid for fame with a Munchausen Waltz.

Sophisticates, girl trio, repeating for the Roxy stanza over WOR, Sunday (7).

NBC auditioned Clark and McCullough for Lord & Thomas last week and made a recording at the same time.

Don Stauffer, Young-Rubicam director, sold collector's editions before getting into radio.

Wife of Phillips Lord got a hearing from NBC last April 2nd billed as Mrs. Phillips Lord and Mr. Kill-pack.

J. Walter Thompson keeps shifting its radio department staff around from one part of the building to the other.

Lou Little and his Radio Football show adding one step an ear by the NBC program board the past week.

Station WHAM broadcast 'The Beatitudes', an oratorio sung by students of the Eastman School of Music, as an Easter feature over NBC network.

Betty Glenn, ex-NBC, is with WNEW public dept. Aaron Stien, Charles Tighe, C. J. Ingram, Meyer Shapiro, among radio editors discussing their favorite subjects on WNEW.

WGY is broadcasting a new morning commercial which listeners are invited to hear in its Schenectady studio. Tickets of admission being issued by the Monday at an Amsterdam department store. It is the first time this pioneer 50,000-watt station has extended such an invitation. Billy Rose, C. J. Reporter, and Phyllis Sherman and Monica Leonard, piano duo, are the entertainers.

New series of mystery dramas, written by Frank Oliver, veteran member of the WGY Players and a former professional trouper, is now being presented by the station's Matinee Players. Feature takes the place of the 'Club Reporter', two-character sketch. Oliver is doubling in the cast, supported by Robert Stone, Stanley Buelo and Patricia Sheldon.

Jack Dempsey has induced Tennie Lang to drop her giggle, at least when in front of the mike.

Edith Murray joins the Columbia Revue Saturday and gets an added spot for herself Tuesday (10) at 6:45 over CBS.

Two premiers in one week—the

General Tire Show (6) and the Pennsylvania (5)—resulted in Don Bestor canceling his booking at the Capitol, New York, for the week of April 13.

George B. Storer, Federal Broadcasting Corp. prez, has sublet Tommy Wannamaker's penthouse overlooking the Hudson for the summer.

Richard Himber goes into Capitol, N. Y. week of April 13. Sedley Brown back from Bermuda, reported restored from nervous breakdown.

Cliff Hall and William K. Wells assertedly collaborating on a book called 'The Autobiography of a Joke'. In defense of old gags, Groucho, Chico and Harpo Marx, George Jessel, Eddie Cantor, Jack Benny, Fred Allen, Al Jolson, Jack Pearl supposed to be Algonquin-luncheon over question of studio audiences.

## New England

Pillini Insurance Agency of Montpelier, Vt., is sponsoring a series of health talks by Dr. G. T. Beck over WDBF.

WCAX, Burlington, Vt., selling a two-year accumulation of dance records at a dime apiece.

Louis M. Birmingham singing and whistling entertainer of WNBX, Springfield, Vt., is now making personal appearances in Vermont churches.

Fred LeJeune, former S. S. Levitt, radio orchestra maestro, getting steady time at WICC, Bridgeport, where he's set up headquarters.

Adele Smith, Yale School of Music graduate, known as a violinist, switches to a concert piano role at WICC, Bridgeport.

Wednesday Revue, inaugurated at New Haven studios of WICC, using Milt George as m.c. and Freddy Plein's music.

Cass Loma set for May 5 at Ritz ballroom in Bridgeport.

'Connecticut Celebrities', weekly guessing program put on by 'Bridgeport Herald', now in second WICC year.

Minor Pi-tu, with Fred Allen's Bristol and Meyers NBC show, among Bridgeport's prizes.

Edith Crocker, Ansonia contralto, being readied for WICC buildup by Lou Weiss, studio pianist.

Vic Whitman, WEEI continuity writer, is averaging a short story a week. Three out of the last four sent out have been accepted.

Nick Parkyakakas (nee Harry Einstein of Boston) was spotted a third turn Sunday night on the Chase & Sanborn show as Eddie Cantor's second string singer.

Troubled by reception room hazards, WEEI took a tip from Chic Sale and replaced its unbolstered divans with wooden settees. Visitors who used to spend the day are now ready to go at the end of five minutes.

In a series of programs just started over the Yankee Network, Charles F. Dennes, Boston music teacher and composer, will treat formally of music and musicians. The program will consist of varied types of music, with comments and explanations by Dennes.

Charley and Willie, WEEI's comedy duo, the pair who have been the backbone of The Evening Tattler, the station's daily participation period, are auditioning for a daily sponsor.

General Ice Cream Company, maker of Fro-Joy, began a series Monday over the New England network. Program includes orchestra and the Frim Sisters, a Boston vocal trio, and originates in the studios of WJAZ, Providence, which feeds it to WEEI, WYIC, WTAG, and WCSH. It's a weekly half-hour at 6:45 p.m., Mondays.

## Pacific Northwest

Archie Presby, KGW-KEX program director and chief-announcer, faced a embarrassing situation last Sunday morning while handling the announcing of a remote broadcast from Lloyd Golf Course in Portland. Presby's trick is to give part of tee-off, etc. Once young damsel stepped up to drive; Archie suggested that her stance was a bit wrong. 'Yes, she acknowledged. I guess it is.' At the same time driving a ball about three hundred yards down the fairway.

Thirtieth anniversary of KGW was marked by a series of hoodoo events that exactly fit into the popular association of the baker's dozen of years. Larry Allen, assistant manager of KGW, addressed a group of school officials in a small town just outside the city. As he was announced by the chair-

(Continued on page 44)

## Ad Agencies'

(Executives in Charge of Radio Advertising Programs)

N. W. Ayer & Son, Inc.  
500 Fifth Ave., N. Y. C.

Douglas Coulter.  
Batten, Barton, Durstine & Osborn, Inc.

383 Madison Ave., N. Y. C.  
Arthur Pryor, Jr.  
Herbert Sanford.

Benton & Bowles, Inc.  
444 Madison Ave., N. Y. C.

R. M. Ruffner.  
Low Co., Inc.

521 Fifth Ave., N. Y. C.  
Milton Blow.

Jackett-Sample-Hummert, Inc.  
130 Park Ave., N. Y. C.

Frank Hummert.  
George Torney.

Blackman Co.  
122 E. 42d St., N. Y. C.

Carlo De Angelis.  
Campbell-Ewald Co.

Gen. Motors Bldg., N. Y. C.  
Halstead Cottingham.

Cool, Warwick & Cool, Inc.  
250 Park Ave., N. Y. C.

J. H. McKee.  
The Paul Cornell Co.

556 Fifth avenue, N. Y. C.  
L. S. Caskin.

Samuel C. Crost Co.  
38 West 44th street, N. Y. C.

Arthur Anderson.  
Erwin, Wassey & Co., Inc.

420 Lexington Ave., N. Y. C.  
Charles Gannon.

William Eddy & Co., Inc.  
100 E. 42nd St., N. Y. C.

William Eddy.  
John Eddy.

Edward Byron.  
Federal Adv. Agency

444 Madison Ave., N. Y. C.  
Mann Hollner.

Fletcher & Ellis  
331 Madison Ave.

Lawrence Holcomb.  
Gardner Advertising Co.

310 W. 42d St., N. Y. C.  
R. Martini.

Gotham Co.  
250 Park Ave., N. Y. C.

A. A. Krohn.  
Hart-Metzger, Inc.

745 Fifth Ave.  
Louis A. Witten.

Joseph Katz Co.  
341 Park Ave., N. Y. C.

Adam Landau.  
Lambert & Feasley, Inc.

400 Madison Ave., N. Y. C.  
Martha Horrell.

Lennox & Mitchell, Inc.  
11 E. 46th St., N. Y. C.

Arthur Bergh.  
Ray Vardon.

Robert W. Orr.  
H. E. Lagan Advertising Agency

430 Lexington Ave.  
John S. Martin.

Lord & Thomas  
247 Park Ave., N. Y. C.

Montague Hackett.  
McCann-Erickson, Inc.

285 Madison Ave., N. Y. C.  
Dorothy Barstow.

Nowell-Emmett, Inc.  
40 E. 34th St., N. Y. C.

Richard Strubridge.  
Parie & Pearl

370 Lexington Ave., N. Y. C.  
R. J. Cogan.

Peak Adv. Agency  
371 Madison Ave., N. Y. C.

Arthur Sinsheimer.  
Pedlar & Ryan, Inc.

350 Park Ave., N. Y. C.  
David F. Cronier.

Edward Longstrech.

Frank Presbury Co.

247 Park Ave., N. Y. C.

Fulton Dent.

Ruthrauff & Ryan, Inc.

Chrysler Bldg., N. Y. C.

Berry Ryan.

Elizabeth Black.

J. Walter Thompson Co.

420 Lexington Ave., N. Y. C.

John U. Reber.

Robert Cowell.

Young & Rubicam

385 Madison Ave., N. Y. C.

Hubbell Robinson.

W. R. Stuhler.

## Zomar Zowies WSOC

Charlotte, N. C., April 2.

Karl Zomar, psychologist, set a new record for instantaneous popularity at WSOC with his 'Counselor in Personal Problems' spot.

Zomar came to the Charlotte station from WBRC, Birmingham. He has been conducting programs of this nature from various stations for the past seven years. After his first six broadcasts over WSOC his mail surpassed a combination of everything else coming to the station.

## NBC EXPLAINS SPOT SETUP

Majority of station managers on NBC's payroll were brought in last week so that the sales department could explain to them the details of the network's entry into the field of program recording and spot broadcasting.

P. G. Parker, operations head in the Chicago-area, represented KOA, Denver, as well as WMAQ and WENR. Among the others on hand for the meeting were William S. Hedges, KDKA, Pittsburgh; Walter Myers, WBZ, Boston; Kolin Hager, WGY, Schenectady; and Webster Smith, WTAM, Cleveland.

## Frisco Exec Shifts

San Francisco, April 2.

Change in the exec setup at NBC has Cecil Underwood promoted from production manager to assisting Lew Frost, program manager. Assistant's post is newly created and means splitting part of the duties of that department.

Underwood's former post of production chief is taken by Donald Cope, who moves up from a producer's desk, where he has been staging the transcontinental Carefree Carnival and other shows.

Another shift is on the musical staff, where Walter Behan bows out as batonist on April 8 after a number of years on the stand. His spot is to be taken by Clyde Doerr, who has been on the eastern networks. Remainder of directors unchanged except for temporary absence of Elmer Polak, who is off on a leave of absence to rest up from a nervous breakdown.

## CANADA GETS TOUGH

\$5 Fines Socked on Receiving Set Tax Evaders

Toronto, April 2.

As a means of scaring thousands of radio-tax evaders, dozens of citizens are appearing in special courts daily and are being fined \$5 or five days in jail for not complying with Federal regulations. Radio Inspector S. J. Ellis claimed that many radio owners had received \$15 or \$16 notices that licenses must be renewed and had ignored these.

While the fine at present asked was only \$5, the Radio Act provides for penalties up to \$500 and, in the future, this sum may be increased. Proof that the 1934-35 license has been paid does not offset the \$5 charge on the 1933-34 fee outstanding. Claim is that if citizens can afford a radio, they can afford the license fee.

## WOC Start Delayed

Dubuque, April 2.

Probably will be May 15 before Colonel B. J. Palmer's WOC radio outlet goes on the air, providing tangles with the Federal radio commission can be ironed out.

Facilities are ready, but red tape holding up the works.

Charlie Flagler to take out a radio show for KSO in several Iowa theatres.

Mills Music, Inc., has taken over publication of 'I Won't Think About Tomorrow,' Jay Gorney tune which Universal has set for the picture, 'A Pair of Sixes.' Same publishing house will release on this side the score of ritish Gaumont's 'Aunt Sally.'

## JOHN ROYAL ON GOOD-WILL TOUR

Latest twist to NBC's campaign of good will directed toward its affiliates is a round the country tour for John Royal. Network's program department head will be gone from his office from four to six weeks. For most of his jumps he will use a plane.

In his handshaking swing Royal will try to listen in to as many programs as he can find time and, asked, suggest talent combinations and showmanship ideas. Tour will take in every one of the outlets under NBC operation.

## FANCHON AND MARCO KMTR HOUR REVUE

Hollywood, April 2.

Fanchon & Marco go on the air over KMTR with a one-hour Saturday night broadcast by remote control from its Hollywood studios starting April 7. Program will be a revue made up of students of their school, spotted between 8 and 9, as a sustainer.

A daily 15-minute program also goes over the same station from the F&M studios, set for late afternoons. One of the weekly programs will be labeled 'The Magic Key,' sponsored by Remington Rand Corp., with the leading characters named Jerry and Jean Remington.

## Here and There

WSFA, Montgomery, in co-operation with the Alabama Journal, sponsored an automobile show March 22 to 24.

W. H. Cherry, formerly on publicity for General Electric in Schenectady, now with the KMOX continuity department in St. Louis.

Ray Henderson, formerly of Scott-Howe-Bowen and the Ruthrauff & Ryan agency, has joined the sales staff of KMOX, St. Louis.

KGW's veteran dramatic presentation, 'Covered Wagon Days,' and one of the ten oldest dramas in the entire U. S. shifts from traditional Wednesday night production to new date of Monday. Recently extended for an additional year.

Morgan Sexton, Jr., has resigned as program director of WHBF, Rock Island, Ill., after a three-year stint, and is tentatively slated for post at WOC, Davenport.

Bob McConnell, brother of Smiling Ed, doing three sustainers for WROL, Knoxville.

Lum and Abner are in Minneapolis to broadcast for 13 weeks from station WCCO, local Columbia chain unit.

Eddie Marble handling new morning program for KOL, Seattle, as 'Sunny Sam the Calicox Man.'

Walter E. Myers, New England Representative of NBC and manager of WBZ and WBZA, is serving as a member of the Board of Judges making awards in the 1934 Better Copy Contest of the Public Utilities Advertising Association. He is president of the Advertising Club of Boston.

Ann Pennington sang a number, on what was said to be her first appearance before the mike as a warbler, during a midnight broadcast with Johnny Johnson's orchestra over WGY.

Al Triggs, former manager of WIAZ, Ottumwa, now production manager, KSO, Other station changes include Jean Herrick as head of promotion department and George Lippman as head of continuity. Woody Woods, formerly of KSO, will go into advertising promotion together with an entertainment agency.

## New Business

### BOSTON

**Gillette Safety Razor Co.**, 36 announcements started April 2, through Ruthrauff and Ryan, Inc., New York. WBEI.

**Shell Eastern Petroleum**, 20 announcements starting April 13, through J. Walter Thompson, New York. WBEI.

**Socony Vacuum Corporation**, 13 announcements, starting April 17, through J. Sterling Getchell, New York. WBEI.

**Dodge Motors**, 26 announcements, starting April through Ruthrauff and Ryan, New York. WBEI.

**General Tire**, five announcements, started March 26, through Harry M. Frost Co., Boston. WBEI.

**Leeds Inc.**, 18 announcements, started March 28, through David Makiel, Boston. WBEI.

### PHILADELPHIA

**Reliance Mfg. Co.**, 15 minutes Saturday, at 5:45 p. m. "The Big Yank Ole Timers" hill-billy act, for 13 weeks. (Carroll, Dean, Murphy). WCAU.

**Lichley's Jewelry**, spot announcements daily. Signed direct. WCAU.

**Fox-Weiss**, three discs a week, 15 minutes, Monday 11:30, Wednesday and Friday at 5:45. Signed direct. WCAU.

**Coleman Lamp and Stove Co.**, 26 spot announcements for six weeks. (Potts-Turnbull Agency). WCAU.

**Kelvinator**, spot announcements daily. Signed direct for 13 weeks. WFI.

**Carter Medicine Co.**, three announcements weekly for 13 weeks. (Spot. Broadcasting Agency). WCAU.

**Dodge Motors**, 26 spot announcements during month of April. (Ruthrauff and Ryan). WCAU.

**Gillette Razor**, renewal of 36 spot announcements. (Ruthrauff and Ryan). WCAU.

**Dr. Glaser** (dentist), daily announcements. Signed direct. WIP.

**J. A. Tumbler Laboratories** (furniture polish), twice daily announcements. (Altink-Kynett Agency). WIP.

**Raymond Rosen** (Kelvinator), daily announcements. (Feigenbaum Agency). WIP.

**B. Miller**, (furniture), daily 15-minute musical period. Signed direct, 13 weeks. WIP.

**Papa Dye Co.** (egg dye), 15-minute electrical transcription. WIP. (Scott, Howe, Brown Agency).

**American Theatre Corp.**, half-hour every Sunday night, remote control from stage. Signed direct. WIP.

**Schulmeister**, 15-minute psychological talks, once weekly. Signed direct. WIP.

**Goldman Pharmacal Remedy**, Taped enough mixtures, daily announcements. Signed direct. WIP.

**Remington-Rand Typewriters**, one 15-minute period weekly, for eight weeks. Signed direct. WIP.

**Frank and Wedder** (department store), five announcements daily, for thirteen weeks. Signed direct. WDAF.

**Kelvinator**, daily time-signals, for 13 weeks. (Feigenbaum Agency). WDAF.

**Na-Vita Co.**, three 15-minute periods weekly, for 13 weeks. Direct. WDAF.

**Fox-Weiss**, three 15-minute musical weekly, for 13 weeks. (Feigenbaum Agency). WDAF.

### HARTFORD, CONN.

**Rands Dandy Candy Company**, Shopper and Ad Liner spot announcements, daily for six months. Placed direct. WDRB.

**Diamond Shoe Stores**, Hartford, and six other cities, Ad Liner announcements three days a week, indefinite. Placed by Hammer Adv. Agency. WDRB.

**Chain Candy Stores**, Hartford, one broadcast a week (renewal). Placed direct. WDRB.

**Frederick Ray and Company**, renewal, six days a week, announcements. Placed direct. WDRB.

**Oakite Products**, three times weekly, Shoppers hour April 3 to July 6. Placed direct. WDRB.

**Socony Vacuum Co.**, Mobil oil and gasoline, one minute recordings, 13 broadcasts from April 7 to May 3. Placed by J. Sterling Getchell Co. WDRB.

**Taber Cadillac**, one minute announcements. Placed direct. WDRB.

**Frederick's Women's Footwear**, Britain, two announcements a week. Placed direct.

**National Candy Company**, spot announcements every Saturday. Placed direct. WDRB.

**Kellogg Sales Company**, two five minute per day broadcasts, for two weeks. Placed direct. WDRB.

**S. M. and Company**, furriers, 52 spot announcements, placed by the Randall Agency. WDRB.

**South Green Furniture Company**, Ad Liner announcements. Indefinite contract. Placed direct. WDRB.

**Castell Candy Company**, Ad Liner announcements. Placed direct. WDRB.

**Ratcliffe Oil Company**, 15-minute transcription, 12 times weekly, 9-9:15 every Friday night for 52 weeks. Placed direct. WITC.

**Leons Dress Shoppe**, Ad Liner announcements. Placed direct, renewal. WDRB.

### CHICAGO

**Just Rite Company**, Milwaukee, through the Gustav Max advertising agency, Milwaukee, for a series of 13 quarter-hour programs at 2 p. m. Sundays to advertise foods for birds and home pets. WLS.

**Home Furnishings**, Brookfield, for a series of 15 five-minute programs during the Homemakers Hour on Tuesdays. For Witch Hazel Cream (Rogers and Smith agency, Chicago). WLS.

**Coleman Lamp and Stove Company**, of Wichita, Kans., series of 26 one-minute dramatized announcements during Home Makers Hour. Through World Broadcasting and Potts-Turnbull and Company, N. Y. WLS.

**Portland, Ore.**

**Van Buysen Chocolate Shops**, local account, three times, five minute program service. Through Mac-Wilkins and Cole Agency, KGV.

**Rogers Log Answer**, local account, one month announcement service. KEX.

**Community Credit Company**, local account, one year, half-hour program service. Through Mac-Wilkins and Cole Agency, KGV.

**Roberts Radio Store**, local account, one month announcement service. KEX.

**Manikin Toy Products**, local account, five minute programs per week, two months. Through Mac-Wilkins and Cole. KEX.

**Property Service Corp.**, Ltd. (Egg-Gold Course), six months program service, one minute remote broadcast each Sunday morning. Sold by station. KEX.

**Walters Tire and Battery Service**, 13 weeks announcement service. Placed direct. KEX.

### DES MOINES

**United Air Lines**, 15 five minute transcription programs, United air dramas. Placed by McCann-Erickson, Chicago. KSO.

**Colonial Baking Co.**, broadcasts of city primary and final election returns, March 13 and 26. KSO.

**Krudener Cadillac Co.**, 13 one-minute announcements. Direct. KSO.

**Martha Washington Candies**, 52 chain break announcements. Direct. KSO.

**Acme White Lead and Paint Co.**, 13 five-minute programs by Henry Hurst & McDonald, Chicago. KSO.

**French Paint & Glass Co.**, 13 five-minute programs. "Interviews with Master Painters." KSO.

**Schmitt & Henrich Mfg. Co.**, 52 chain break announcements. Direct. KSO.

**Insurance Underwriters Association**, 13 chain break announcements. KSO.

**Rudson Jones Automobile Co.**, 52 chain break announcements. Direct. KSO.

**New Utica Clothing Co.**, formal opening, one 15-minute and one 45-minute program direct from store with "Merry Macs" entertainment. KSO.

**East Des Moines Business Men's Association**, six 15-minute programs. KSO.

**East Des Moines Minsters**, KSO.

**Hiland Pottery Co.**, eight weeks, daily announcement. Direct. KSO.

**Davidson's Furniture Co.**, five 15-minute programs, 14 chain break programs for a total of 64 hours. KSO.

**Fisk Tire Co.**, eight weeks, daily announcements. KSO.

**Warren Packing Co.**, 26 10-minute programs. "Headlines of Yesterday." Placed by Henry Hurst & McDonald, Chicago. KSO.

**Ward's Clothing Co.**, 70 chain break announcements. Placed by Battenfield & Ball, Des Moines. KSO.

**Locust Street Chevrolet Co.**, 52 chain break announcements. KSO.

### BALTIMORE

**Del Products Co.**, 6 spot announcements weekly, 2 weeks. Placed direct. WFER.

**Africa and Pacific Tea Co.**, 15 minutes, twice weekly, 52 weeks, electrical transcription. Placed direct. WFER.

**Shenwood Bros.**, 13 spot announcements. Placed by Van Sant & Dugdale. WFER.

**Hauswald Bakery**, spot announcements, four times weekly, 13 weeks. Placed by Emory Adv. Co. WFER.

**Goucher Garment Co.**, time service announcements daily, 13 times. Placed direct. WFER.

**Chiclin Mfg. Co.**, 30 one-minute spot announcements, electrical transcription. Beginning May 7. Placed by Van Sant & Dugdale. WFER.

### SEATTLE

**Calix Cookies**, Sunny Sam the Calix, Mar. 9:15-9:30 Tuesdays and Fridays, over KOL, started March 27. Indef.

**Belmont**, catch, time signals, two each evening, 7:00 and 10:30, started March 21, over KOL, ends one year.

**Candy House**, "K. rother" 5:10-5:15 P. M., daily except Sunday, starts April 2, for one month. KOL.

**Commercial Tire Co.**, announce-

## Spanish Newspaper Strike Forces Gov't To Air News Items

Madrid, March 34.

Newspaper strike Monday (12) and Tuesday (13) in Madrid forced government to go on the air regularly with an hour bulletin so that the home folks wouldn't feel lost or alarmed without newspapers. Strike started when monarchist sheet 'ABC' hired an old-time bull-fighter to work in the composing room. Union workers walked out because the editor, who did not have a card and the paper refused to fire him.

Strike spread to all except the Catholic and Socialist organs, both morning papers, so the government went on the air over Union Radio to dish out the news. ABC imported workmen from its Seville plant to resume publication, whereupon strike in other newspapers ended and Socialists maintained strike against ABC alone. This is still going on.

Crockett Mountaineers, now on KNX, Los Angeles, have been sold to Crazy Water Crystals Co. by Her-mann, Melkiohn & McCall for a series of discs, to be planted in the east and middle west.

**ments, 8 p. m.** Monday, Thursday and Friday, started March 28, ends May 26. KOL. Same also over KOMO.

**Gillette Safety Razor Co.**, 36 one-minute electrical transcriptions, April 2-21, over KOMO.

**Blackstock Lubr. Co.**, series of 15-minute evening programs, dramatic, called "Stories of Famous Bunnys" Mondays and Fridays, six months. KJR.

**Wood Conversion Co.**, started March 28, for 7 weeks, 1/2 hour drama called "Next Door Neighbors," evenings. KJR.

**ST. LOUIS**

**Fevely Dairy Company**, St. Louis, three 15-minute programs weekly. Through Ruthrauff and Ryan agency. KMOX.

**Thrifty Sales Promotion Company**, three 15-minute programs weekly, starting March 18. Placed direct. KMOX.

**Lappert Hoes Fur Company**, St. Louis, time signals beginning April 2 for 13 weeks, through Nash and company. KMOX.

**Goodrich-Gamble Company**, Minneapolis, 13 time signals. Through McCann-Erickson. KMOX.

**East Discount Stamp Company**, time signal daily. Placed direct. KMOX.

**Joos Soap Company**, one 15-minute disc weekly for 13 weeks. Through R. J. Potts agency of Kansas City. KMOX.

**LOS ANGELES**

**Union Oil Co.**, Don Leo Coast Columbia from KHL, Friday, 8-8:30 p. m., "Cheer Leaders," with Art Jarrett, Ray Thompson, Rhythm Kings, Raynor, and Proteus.

**Sterling Insurance Co.**, Friday 8:45-9 p. m., "MovieLand Gang," Gene Dabney and novelty band. (First United Broadcasters.) KNX.

**NASHVILLE**

**McClormick & Co.**, Banquet Tea, 100-word announcements, between 9 and 11 a. m. Tuesday, Thursday, Friday, 43 times beginning May 1. Placed by Van Sant, Dugdale and Company. WSM.

**NEWARK, N. J.**

**Liberty Mutual Insurance Co.**, 13 weeks Monday, Wednesday, Friday five minutes, Bob Griffin, songs and chatter. WOR.

**Maryland Pharmaceutical Co.** (Rem), 16-week renewal, time announcements and weather forecasts. WOR.

**Socony Vacuum Corp.** (Mobil), eight weeks, starting April 17, Tuesday, Wednesday and Thursday, 10 minutes. WOR.

**Mennen Co.**, 13 weeks, beginning April 9, Monday, Wednesday and Friday, 15 minutes in the evening. Ford Field sports resume.

**W. L. Beyer** (Man Kind Dog Food), 13 weeks, beginning April 2, Monday, Wednesday and Friday, Frank Dole, dog talks. WOR.

**DENVER**

**Old Homestead Bread Co.**, one-half hour daily excluding Saturday and Sunday, direct from police court, three months. KLZ.

**Newsticker Co.**, three preferred spots daily. KLZ.

**NEW YORK**

**Sclayn Studios, Inc.** (Furriers), six 15-minute disc programs a week with Dan Russo band and singers. WFAS.

**CINCINNATI**

**Kroger Grocery & Baking Co.**, new series of afternoon program, 15 minutes by Oklahoma Bob Abright and pop band led by Joe Legar, over WSAI, Crosley's small station. Starts April 2.

## 'Rise of Goldbergs' Tops Amos 'n' Andy In Albany Sponsor Identification

Most noteworthy single fact in the Albany count-up is the emergence of 'Rise of Goldbergs' ahead of Amos 'n' Andy. This reversal of the usual occurs for the first time in VARIETY's city-by-city survey on the proposition 'do fans know sponsors'?

Baey Aco, Phil Baker, Edgar A. Guest and Joe Penner are not tabulated in the Albany count. Seven persons, or fewer, correctly named the sponsorship in these instances. As in other cities where it is apparent that distance of an outlet or general unfamiliarity of community automatically works against any given program, these are dropped. In only an instance or two have the full 25 programs on VARIETY's questionnaire been tabulated any one week.

Only Fort Wayne and Philadelphia remain in VARIETY's survey. At the conclusion of the city surveys there will be a national summary of the findings. National, that is, east of Des Moines, the furthest west the survey was made because of difference in broadcast hours.

Albany, besides its own WOKO, is near and easily reached by WGY, 50,000 - watter in Schenectady. WEAJ, WJZ and WABC of New York City are also tapped by receiving sets in the state capital area. Albany rates fairly high on I.Q. and has a large civil service colony. All of the 19 newspaper employees interrogated work on day shifts and are in a position to be familiar with night-time radio programs.

Next week: Fort Wayne,

## Program Sponsor Identification

ALBANY, N. Y.

Questionnaires tabulated from the following: Housewives, 1; comedians, 3; secretaries, 2; electricians, 2; engineers, 5; executives, 2; teachers, 1; merchant, 1; designers, 2; photographers, 1; laborers, 4; newspaper employees, 19; clerks, 8.

(87 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Rudy Vallee	81	4	2
Maxwell Show Boat	81	6	9
Ed Wynn	75	1	18
Eddie Cantor	75	1	10
Metropolitan Opera	63	1	24
'Rise of Goldbergs'	63	1	25
Wayne King Orchestra	63	1	19
Myrt and Marge	59	1	26
Amos 'n' Andy	55	1	20
Jessie Dragonette	48	1	29
'March of Time'	48	1	30
Jack Benny	47	1	39
Harry Horlick	42	1	43
Bing Crosby	40	1	46
Boake Carter	37	1	51
Burns and Allen	36	1	42
Paul Whiteman	36	1	47
Will Rogers	25	1	59
Casa Loma Orchestra	25	1	61
Glenn and Johnson	16	1	47
Clara, Lu & Em	16	1	41

## WNEW Inherits Bands

Station WNEW, Newark, inherited eight dance orchestras from WJAC, New York, last week and now has 13 in all. Station believes this puts it out front on dansapation for New York area and is accordingly pushing its broadcast hours to 2:30 a. m. to snag late hour listeners and build up the station which is two months old.

Aggregations shifting to WNEW include Snooks Friedman (Casino de Paris), Johnny Johnstone (Paradise), Joe Venuti (Delmonico's), Paul Tremaine (Village Barn), Milton Spielman (Net Club), Earl Carpenter (Lum Fong's), Jimmy Lunceford (Cotton Club).

## Conoco Switching

Continental Oil will switch the policy of its Wednesday night session on NBC's blue (WJZ) link as soon as it gets set on a name dance combo. Account has been airing a travelogue idea with Irwin Talbot's unit furnishing the incidental music.

Revised setup will make the program a straight mixture of song and band.

## WRR SEEKS SITE

Dallas, April 2.

Municipal station WRR, in the role of an innocent bystander, is just about to be thrown out on its nose because its studio sponsor is alleged to be in arrears with rent paying.

An attorney representing the landlord appeared before the city fathers and revealed that the station's Hilton hotel studio is not actually in the hotel building, but in a wing which the hotel rents from his client.

Ken Stuart, KOL announcer, with Harold Bratsberg, to call the strokes Friday, April 13, on crew races, Cal. vs. Wash., on west coast CBC hook-up, the races to be on Lake Washington, Seattle. Short wave from observation train to follow events. Red Gunston to be engineer in charge.

## Cincinnati Reds Lay Down Strict Rules on Home Game Broadcasts

Cincinnati, April 2.

Three smaller of Cincy's five radio stations are going in for broadcasts of the Reds' ball games this season, each paying \$2,000 for the privilege. In recent years the Reds' diamond trials and tribulations were aired only by WFBZ, indie 250-watter. The stations are to have separate spikers.

Besides WFBZ, the CBS local link, WKRC, 1,000-watter, and WSAI, 2,500-watter and little brother of Crosley's 50,000 WLW, are to etherize accounts of the games this year.

Heretofore the Cincy baseball club, which was recently bought by Powell Crosley, Jr., prez of the Crosley Radio Corp., exempted broadcasts of all home games, except on Saturdays, Sundays and holidays. But this season the broadcasters are only allowed to give play-by-play reports of 13 of the 72 local contests, and all away-from-home games. The latter reports will be received by telegraph and treated to play-by-play embellishments according to the imagination of the boys in charge of local mikes.

Harry Hartman was the "back" as blaster for WFBZ. C. O. "Oakmeal" Brown is to handle the job for WKRC and a newcomer to Cincy will cast for WSAI.

During the progress of home week games not included in the play-by-play account schedule, the stations will be permitted to make reports every 15 minutes on highlights, pitching changes and scores.

## F. & S. ADDITIONS

Chicago, April 2.

WHK, Cleveland, has named Free & Seinerling as special representatives in the Chicago and New York territories.

F. & S. also get WGR and WKBW of Buffalo for representation in New York.



# RADIO SHOWMANSHIP

(Merchandizi and Program Tieups)

## OUTSTANDING STUNTS:

**INQUIRING REPORTER**  
WOWO, Fort Wayne, Ind.

Fort Wayne. Borrowing the Inquiring Reporter man-on-the-street stunt, WOWO has twisted it around to become a man-on-the-air broadcast. Patrons attending the radio-theatre performances at the Indiana theatre under WOWO auspices are asked to speak from their seats in reply to questions on current events which is carried to the airwaves along with the rest of the proceedings within the theatre.

Harry Hanner, spoofed by Madford Maxwell while the aunts with the perambulatory mike and solicit the citizen's comment. It's a two-way incentive to public interest, for those who make the playhouse and those tuned in.

## Joe Penner Contest

Des Moines. Charles Flagler, who runs KSO's Saturday morning shows at the Des Moines, opened a contest for kids imitating Joe Penner. Got over 500 entrants the first week.

## Coin Vs. Showmanship

Los Angeles. Easter sunrise services at the Hollywood Bowl, which have become an institution on the Coast, were not broadcast over any Los Angeles station this year, due to contracts held by Don Lee and his company. The time usually accorded this event to a local cemetery, for its sunrise service, puny in comparison.

Several years ago Lee contracted with the Hollywood Bowl operators for the exclusive on this Easter morning event for several years. It generally was broadcast as a sustainer. This year with dough offered by the cemetery rival, Lee kept the much larger Hollywood institution off KHJ, his L. A. outlet for CBS, although using it on some of the other stations on his coast CBS network.

Other L. A. stations endeavored to get permission to broadcast the Hollywood Bowl services when it was learned that KHJ was the only station which was given the permission because of the contract held by Lee.

## Oravian Services

Winston-Salem.

For the fourth consecutive year, Station WSJS has broadcast the Moravian Easter Sunrise service here, being the only method other than newspapers the outside world has of getting a picture of this historic event which was attended by some 25,000 persons. The Moravian elders have refused for years to allow the services to be photographed and have turned down year after year all requests of newspaper men.

Services have been broadcast each Easter since WSJS first went on the air in 1930. The elders allowed it at first for the benefit of aged members of the denomination who could not attend the sunrise services in person. Now it has become an institution. The station's national furnishes a minister, Rev. Douglas L. Rights, to give the historic background—the services began in 1733 and have been held continuously since in the same place regardless of weather conditions.

The services go on the air at 4 a.m. with a historic background and then a musical interlude from historic Home Church. Three announcers from WSJS describe the crowd and the march from the church through an avenue of cedars to the graveyard where the first settlers are buried. The church band, of 300 pieces, furnishes all music.

## Madame Unmasks

Des Moines.

KSO's mystery gossip, Madame X, who has kept the city wondering for a year, will reveal herself at the three-day electrical refrigerator show of Davidson Furniture Co. on opening night, April 2.

With a newspaper advertising build-up and with police escort from studio to store and return, she will broadcast from the window of the store.

Other KSO entertainment from the window of the store includes Brooks and Pierson and the 8 J's.

## 'Lovelorn' Stuff

Portland, Ore.

'Advice to the Lovelorn'—program feature, by Marian Miller, Lovelorn editor of the Morning Oregonian, being presented by local dental account in Portland, Ore. Program will include homely bits of advice, and answer to problems and questions sent in. Program will be relayed to KEOB the Oregonian, three times weekly at 11:45 a.m. program fifteen minutes.

## WFBR's Scout Stunt

Baltimore.

WFBR has inaugurated new program directed toward children and adolescents. Over a 15-minute stretch one evening weekly a high-ranking Boy Scout interviews a successful business man, sport figure or popular limelighter on his success formula. Alternate week has Girl Scout vis-à-vis with successful or notable femme.

Station has plugged it considerably in newspaper ads and favors it as an instrument of good-will to win patrons. In plotting program, station endeavors to dispense with syrupy Babbittism and to keep it attractive to balance-detecting modern youth. Plays up the virile, realistic and action of the boys and the up-to-date, fearlessness and capability that the modern girl possesses in femininity. As much humor, as possible is threaded into the interviews, and the station seems to it that the adult being quizzed doesn't talk down to, or sermonize, his listeners.

## WCAU Stalks Good Will

Philadelphia.

Making a determined bid for local good will, WCAU has appointed Mamie Sacks to head the studio's new Radio Educational Service. Prepared talks have been made available, gratis, for schools, business and fraternal organizations, women's clubs, etc.

Scheme calls for the use of an announcer specially assigned to work through a portable p.a. sound effects man, engineer, and an operator. The whole set-up centers around the local development of WCAU. Job is expensive procedure, but the station thinks the publicity will warrant it. Requests are already coming in for the service at the rate of a dozen a week, mainly from women's units who have never seen a radio announcer before. Alan Scott, the studio Don Juan, has the draw.

## WCKY a Party-Saver

Cincinnati.

WCKY has won lots of thanks from the radio public through a policy of presenting four straight hours of dance music from 1-5 a.m. every Sunday morning. Those who have been interested in a marathon basis have expressed themselves as most grateful.

Listeners write in to assure WCKY the civil program has saved many a party from dying of sheer ennui.

## is Show Before Films

St. Louis.

'Carnival Hour' has for several years been a radio broadcast of KOL for various advertisers, sold with admittance to studio, the public showing interest in large crowds being in daily attendance. For a time broadcasting was from Rhodes Department store where up to 1,000 hangers-in did to look and listen. But now to discontinue as it was hard to handle the mobs without some merchandise losses.

Now this pot pourri of song, comedy and music broadcast from Orpheum theatre stage daily from week days, noon to 1 p.m. Ken Stuart is m.c'ing the show, which is put on in informal way, and is a hit. But now to discontinue as it was hard to handle the mobs without some merchandise losses.

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## Little Women' for Adults

St. Paul.

KSTP is putting on weekly dramatizations of 'Little Women' at Donaldson's Dept. Store every Friday at 10:15 p.m. The series continues for 13 weeks. Play-ers are recruited from the ranks of U. of Minn. dramatic classes and keep their amateur standing, thus saving the station all talent costs.

Taylor Mills, in charge of radio here for Batten, Barton, Durstine & Osborn, has the unit in hand. Stunt is played at the studio, built with red light flashing on and much motioning with hands to keep the audience (capacity 150) quieted

down. Since play goes on without benefit of glassed-in studio, it's a bit tough on the players.

Although this so-called children's little theatre is built for 150, more than 250 crowded into the first performance—nearly 75% of 'em adults. The second week had the store officials mulling whether they shouldn't build on a wing of the over-crowded adjacent space on the same floor.

Floors didn't make it brutal on the dolls getting close enough to the mike for heavy smothering, but the more willowy ones are doing o.k. Principals in the cast are Phyllis Pettigrove (Jo), Ruth Davis (Beth), Anne Durand (Amy), Mar-garet Phillips (Meg), Arthur Peterson (Laure) and Evelyn Steele (Mother).

While originally intended to use the show for giving the parents a place to park the offspring and go shopping, the programs now have the parents calling in someone to look after the kiddies at home and rushing down to see the 'Little Women' radio dramatization.

## Weather

Boston.

WEEI has a service which qualifies under radio showmanship as a means to increase station prestige, popularity, and usefulness to the public. It was started years ago by an ex-weather bureau officer of the government, E. B. Rideout. Detailed weather forecasts for the entire New England area are broadcast each week with summary of road conditions, etc.

Where the service fits in commercially apart from sponsorship which it enjoys is in helping high-school repair crews for utility department stores who guide themselves and their advertising by topical influences, motorists, etc.

## ing Backward Shows

Rock Island, Ill.

WHBF has launched a new serial that is proving a click with Quad-city fans. Events of years gone by being dramatized in 'Headlines of Yesterday.'

## ild Care Tie-ups

Baltimore.

For the Fairfield-Farms, Western Maryland Dairy, sponsored weekly 15-minute program that has Dr. John Ruhrah chatting on pediatrics and child dietetics, WCBM has made it a practice to distribute carmen repair crews for utility department stores who guide themselves and their advertising by topical influences, motorists, etc.

Further angle, the station circulates a similar notice among the welfare and charity bureaus, calling the poorer classes' attention to the series of talks. When the program has many helpful hints and advice relative to care and rearing of children can be derived from cupping the ear to Dr. Ruhrah's cupping.

In grateful response to WCBM's solicitude, one of the directors of a welfare society has installed his office in the station's building and has begun inviting to those who have no radio to come in each Tues. afternoon and catch the broadcast.

## KTAB's Horse Racing

San Francisco.

Opening of the Spring racing season at Tanforan this week was re-moted by KTAB which is doing a daily broadcast from the track for first time in its short history. Statist has George Schilling, vetur authoritatively, spelling from the horse track for a quarter-hour each p.m., describing only the main event.

Lloyd Hillman, who runs the house pays the bills for that one. At night Schilling comes into town for another quarter-hour, this a resume of the day's banqueting activities throughout the country with the Tanforan track bankrolling that period. It's also first time Tanfo has done any radio advertising.

KTAB's view is that it is impossible to plant any public on the broadcasts in the dailies, sheets figuring either might cut in on their circulation, and Hearst's Examiner and Scripps' Democrat were taking a stand against horse-racing, although they carry plenty news about that sport.

## ish of Neutrality

Kansas City.

On eve of Kansas City's heated municipal election KMBC had planned a 'Man in the street' broadcast outside the Hotel Muehlebach, asking passersby their opinions on the election. Shortly before the broadcast—the Kansas City League of Young Democrats adjourned their meeting in the hotel and stumbled on the intended broadcast outside the hotel. The result was a quarter-hour of Democratic voices in which Ivan Flanery, KMBC announcer, tried vainly to find a Pundit who could speak up.

Two young Democrats were actually prevailed upon to speak for the other side to give the semblance of a representative broadcast.

# Air Line News

By Nellie Revell

There is much rivalry among the New York hotels in securing passes for radio programs in order to take care of visiting guests—usually groups representing firms or schools. As a feature of their inducement to stop at their hotels, managements promise free broadcast tickets. Requests usually come from hotels to the network carrying its dance music over its chain.

## Brewers Shy Off Ether

ications are that expectations, once holding as to the num brewers who will be on the air this summer are due to be disappointed. While Schlitz, Pabst and Rupperts will be on, agents who have canvassed this field claim a distinct feeling amongst brewers to stay away. Another reason offered is the scarcity of national breweries for networks.

## Auditioning Cops

A group of Newark policemen will be auditioned this week at WOR, to test their ability in handling the soon to be installed short wave system in the Newark police department. Twelve will be selected and given extensive training in the WOR studios, both as to the technical and announcing ends.

## CBS' Actor

CBS has inaugurated a new policy, on all dramatic programs, of announcing the casts at the beginning, instead of the end of the program. Network feels this to be the best way to obtain the full value of the names if it's bringing to the mikes.

## legfield Trio on Air

legfield trio will make its radio debut shortly, arising out of the split up of the Rhythm Boys. Jimmy Newell, leaving the group, with his wife, the former Dolores Ziegfeld, is forming a new unit and will use the Ziegfeld name. In the meantime the Rhythm Boys stay on the Gillette program for three more weeks.

## Cholly Knickerbocker Airing

Elizabeth Arden cosmetics, has signed Maury Paul (Cholly) Knickerbocker of the N. Y. American as part of her forthcoming radio program. He'll do society comments. Band auditioned last week at NBC was Emil Coleman. This program would be in direct opposition to Lady Esther, on the air with Wayne King.

## Short Shots

CBS has signed for the radio rights of the works of several well known authors, including Michael Arlen, Leonard Merrick, F. Scott Fitzgerald, Ben Ames Williams, the late Mary Wilkins Freeman. Continuity is being written by the CBS production department....Keith McCloud's Armchair quartet has been given a new sustaining spot by NBC....Floyd Buckley is back on WMCA's dramatic acting staff....Paul Specht is organizing a band for a radio comeback....Phil Dwyer and Ray Heatherton are alternating on the Juna face cream program with Eddy Duchin....Ford Frick has been signed as announcer on the new Chesterfield series....Harry Hoffman, chief arranger for Dave Rubinoff, went to elementary school with the leader in Pittsburgh twenty years ago....Lester Edwards out of WHN....Beatrice Marcus has returned to WOR as secretary to Robert Wilder....CBS' deal for the Hudson theatre is said to involve an annual rental of slightly less than \$30,000. Basis is on a one year rental with an option to buy. Emigrant Savings Bank is the owner.

## Just Talk

Both networks have tightened up considerably on censorship since the Ginger Rogers suit against NBC and Madame Sylvia....Phil Baker flew to Florida to spend the Easter week-end with Mrs. Baker and the baby....Pebecco auditioned Block and Sully and Charles Leland....Frank Novak's 'One Man Band' series may be revived by NBC....Program sponsored by E. L. Bruce Co. starting April 5 on CBS with Doris Loraine and Clarence Wheeler's orchestra, first gave a broadcast audition on a sustaining basis over the CBS Northwest network. Response to the trial resulted in the engagement....Allen Daly, formerly with WOR and CBS now sings regularly over WNEW....Jerry Wald left for the coast on the coast on the coast with Warners....Elliott Shaw is back with the Revellers after an illness....Cadillac was to do a summer series and will definitely return to NBC in October with its present line-up....Baby Rose Marie will get another spot to add to her present two on WJZ....Morton Downey has returned to New York after a twenty-week vaudeville tour and opens in Manhattan for Loew's April 13. CBS has scheduled three commercial auditions for him this week....Although Tiny Ruffner announces the merged Sal Hepatica-Ipana program, he receives no billing. Benton and Bowles are keeping him as the p.a. on the Showboat....Clark and McCullough auditioned for NBC and several agencies last week, each being written by Charles Sherman and directed by Harry Tugend....Henry Rosenblatt, son of the late Cantor, starts a commercial on WNEW shortly.

## Gossi

Charlie Winninger will not be on the Showboat junior afternoon program. Sponsors, General Foods, want to keep him exclusively allied with Maxwell House coffees....Jack Pearl and Jed Harris, who sailed for Europe last week, are talking about a legit show....Marion Parsonnet has resigned from the David Freedman writing group. He is now handling the writing on the Borah Minnesota show....Mady Christians, who closed in her legit show 'Racer' last week is in line for a new CBS commercial....The Three Scamps will go to Jackson, Mich. for a convention of their sponsor's sales executives next month....George Engles, with his son, left for the Bahamas last week, his son recuperating from an illness. Several of the youngsters' friends were taken along to keep him company after his father leaves....Countess Albani had her tonsils removed while in Florida....Jerry Cooper, the Palms Royal juvenile lead, started his own program at WOR last Friday night....Cunard account is now with the A. L. Wertheim agency, away from the Freshery Co....Don Hall Trio have been given a Tuesday evening spot at NBC starting tonight....Nina Martin sings with the Metropolitan Opera in Boston for two weeks beginning April 9 and then goes to Montreal for a concert....Caroline Rich and Johnny Russell get the Tasteyest program, with Bill Wirtges' band....helma Salzberg, of WOR, operated on for appendicitis.

## Stand By

George Hall is booked for the Raritan Ballroom in Perth Amboy April 15. Enoch Light will play for Delta of Sigma Psi at Syracuse University May 4 and 'Me America' and her band booked for one-night stands in New England during April....Charles Locke, p.a. at Benton and Bowles, shifted to the continuity department and succeeded by Everard Meade....Don Bestor is going to feature Ducky Yuntz, who heretofore was just a trumpet player in the band. Yuntz has been revealed as a good singing comedian....Bertram La Barr, WOR sales department, is the father of a boy born Thursday....April birthdays: George Jessel, 34; Rosemary Lane, 44; Tito Guizar, 84; Dorothy Grey, 94; Nina Evans, 134; Phil Poterfield, 16; Caspar Reardon, 164; Betty Barthell, 184; Edwin C. Hill, 234; Felix Bernard, 284.

## WEEK OF APRIL 2

<b>ACME LEAD</b>	<b>A &amp; F</b>
<b>12:30 - W-F-WABC</b>	<b>0:30 - N-WEAF</b>
<b>12:30 - W-F-WABC</b>	<b>Harry Horlick</b>
<b>12:30 - W-F-WABC</b>	<b>Frank Parker</b>
<b>A. C. SPARK PLUG</b>	<b>*Paris &amp; Pearl</b>
<b>8-W-WJZ</b>	<b>8-W-WJZ</b>
<b>Cooking</b>	<b>Phil Baker</b>
<b>12:30 - W-F-WABC</b>	<b>12:30 - W-F-WABC</b>
<b>AFFILIATED FDS</b>	<b>Phyllis Daughton</b>
<b>(Louis Philbrick)</b>	<b>Mabel Alberton</b>
<b>12:30 - W-F-WABC</b>	<b>Roy Syleid</b>
<b>Princess Marie</b>	<b>12:30 - W-F-WABC</b>
<b>Blanchette</b>	<b>Nell Silvers</b>
<b>12:30 - W-F-WABC</b>	<b>Wm. H. Aye</b>
<b>TOBACCO</b>	<b>12:30 - W-F-WABC</b>
<b>(Lucy Strickel)</b>	<b>12:30 - W-F-WABC</b>
<b>12:30 - W-F-WABC</b>	<b>12:30 - W-F-WABC</b>
<b>Metropolitan Opera</b>	<b>Mary</b>
<b>Pelissier-Isola</b>	<b>Wm. Weir</b>
<b>12:30 - W-F-WABC</b>	<b>*Peck</b>
<b>Laurinda</b>	<b>A. S. BOYLE</b>
<b>Edward Johnson</b>	<b>12:30 - W-F-WABC</b>
<b>Leon Roth</b>	<b>12:30 - W-F-WABC</b>
<b>12:30 - W-F-WABC</b>	<b>Larry Day</b>
<b>AMERICAN OIL</b>	<b>12:30 - W-F-WABC</b>
<b>12:30 - W-F-WABC</b>	<b>12:30 - W-F-WABC</b>
<b>Frank Brose</b>	<b>12:30 - W-F-WABC</b>
<b>12:30 - W-F-WABC</b>	<b>12:30 - W-F-WABC</b>
<b>Maxx Martin</b>	<b>12:30 - W-F-WABC</b>
<b>12:30 - W-F-WABC</b>	<b>12:30 - W-F-WABC</b>

Edwin C. Hill  
 "Brwls Weaver"  
 BAUER & JACK  
 (Born Jay  
 Corn Plaster)  
 415-1-9732  
 Wade Booth  
 Dorothy Day  
 "Needless" **BAYER**  
 8-30-30-WEAR.  
 Leach, Ray  
 Virginia Rea  
 Ohman and Fern  
 415-1-9732  
 "Blacks" **RECHEN**  
 Ore  
 "Blacks" **DISPOL**  
 2-28-WAHC  
 Every Sunday  
 Fred Freeman  
 "Blackett"  
 415-1-9732  
 8-30-WAHC  
 "Evening in Paris"  
 Kath and  
 Mill Watson

**CYMAINE**  
 12-10-Tu-We  
 HARRY  
 Gili Page  
 "The Doctors"  
 Frank Hazzard  
 "W. S. Hill"  
 8-1-9732  
 9-8-FWZ  
 Phil Harris  
 Leach, Ray  
 J. M. Lett, Thompson  
 "The Ladies"  
 5-45-Tu-We  
 "H. Cole M'atinee"  
 415-1-9732  
**COLGATE-PAL**  
 (Colgate Dentifrice)  
 "Cig to He's a"  
 "The Ladies"  
 Frances Langford  
 Arthur Brown  
 "The Ladies"  
 Brad Brown  
 "Young and Dumb"  
 8-1-9732  
 (Palmyra Cove)

HUSBAND  
 (Grown)  
 Refrigerators)  
 9:30-Tu-Wa-BC  
 Minneapolis Symp'y  
 Eugene Armstrong  
 MacFarland  
**GENERAL MILLS**  
 5:30-Daily-Wa-BC  
 Jack Armstrong  
 An American Boy  
 4-Daily-W3Z  
 'Betty & Bob'  
 Betty Churchill  
 Don Archway  
 Betty Winkler  
 Art Jacobson  
 Carl Brickner  
 Louis Roen  
 'Blackett'  
**GENERAL MOTOR**  
 (Chevrolet)  
 10-8u-W3H  
 Victor Young Ore  
 \*Campbell B.  
 (Cadillac)  
 8-8u-W3H  
 Mischel Elman  
 Rose Hampton

Mike Pic Place  
 Meredith  
 10-10-TH-WB3C  
 Stan Stanford  
 Albert Douglas  
 Forbes  
 LORILLARD  
 (Old Gold)  
 10-10-WABC  
 and F. C. Powell  
 Cannon & M.  
 BUDDEN PICKING  
 George De  
 10-10-TH-WABC  
 Camp Adventures  
 signald Knorr  
 Royer  
 F. G.  
 MANHATTAN  
 SOAP CO.  
 10-10-TH-WB3C  
 10-10-TH-WB3C  
 Edward Kennedy  
 Peck  
 NARROW  
 (Oil Shampoo)  
 10-10-TH-WB3C

Howell  
and Budd  
**ER CO.**  
Shannon  
Lauchlin  
k  
**-WEAF**  
Calender  
CHIEF  
(Sales)  
**-WJZZ**  
Men Club  
Dear  
Therapist  
**-WUST**  
Lust  
**A. O.**  
**-WJLT**  
noid  
Cloud

Arthur Allen  
Paiker Fennell  
K. M. Miller  
Isabelle Winslow  
Ruth Russell  
Robert Strauss  
Singer  
**STERLING**  
8-30-W-E-WE  
(Phillips Map)  
T. W. Brown  
Abe Lyman  
Frank Munz  
5 dully ex. S.  
**-WABC**  
Skippy  
2-30-S-W-A  
Abe Lyman  
"Black"  
**SIN OIL**  
6-30-Dally-W  
Lowell Thammann  
"Roche" Willett  
**SWIFT**  
3-30-S-W-E-WE  
(Vizcero)  
Garden Party  
Mario Chamlee  
Coe Glade

Joseph Boni.  
\*McC. Erick.  
**UNION CENTRAL**  
WAB  
"Roses & Drums"  
Elizabetha Love  
George Gault  
Robert J. ...  
Blaine Corder  
J. Walt. Thomp.  
**WANDER CO**  
(Ovaltine)  
44-45-46 WJZ  
"The Orphan A"  
Allan Baruck  
Henrietta Tedro.  
Ed Sprague  
Stanley Andrews  
Shirley Zell  
\*Blackett  
**WARD BAKING**  
6:45-Su-WAB  
7:30-Su-WAB  
"Family Theatre"  
Cecil Leann  
Cleo Mayfield  
James Melton  
WAB

WABC  
1:45-Tu-Th-WABO  
Patty Minstrel  
McKee-Albright  
WOODBURY  
2:00-WABC  
King Crosby  
Nanny Grier  
Lennen-M  
WYETH CHEM.  
(Jad Salts)  
1:30-Fr-W-Th-F-  
WABC  
Easy Aces  
Fendman Ace  
Jane Ace  
Hunter  
Lackett  
WRIGLEY  
7-Daily-WABO  
"Easy Aces & Margie"  
Myrtle Vail  
Donna Damerall  
Eleonor Rella  
Coleman Coleman  
Karl Huesl  
Felona Ray

(SHIRI

ations to WGN 50,000 Wa  
0th Anniversary

(Nestles)  
8-F-WJZ  
Ethel Shutta  
Walter O'Keefe

11-A-W-F-WARD  
'Cooking Close Up'  
\*Hutchinson  
PARST  
2 T. YEAH

COLUMB

## A ARTISTS BUREAU

U.

1. The first step is to identify the key components of the system. This involves understanding the hardware, software, and data involved in the process.

Personal Representative

(SHIRLEY BELL

## Radio Reports

(Continued from page 38)

see and hear audiences it fills to capacity. It has played to audiences up to 5,000.

Johnny Murray, m.c.'s the program and handles the program with a snap. At no time in the back and forth stuff in which he straightens does he allow any of the material to sag. Minerva Urekel tabbed as

### Demon of the Strings

**EDDIE PEABODY**

Versatility in Entertainment

### PURE OIL PROGRAM

WJZ

very Saturday 9-9:30 P. M.

Featured Nightly  
**HOLLYWOOD RESTAURANT**  
NEW YORK

Personal Manager  
**RUDY VALLEE**

**RUBY NORTON**

JACK CURTIS

Palace Theatre Bldg., New York

**CONRAD THIBAUT**

Wednesday, 8:30-9 P.M.

WABC

Thursday, 9-10 P.M.

WEAF

**GRACIE BARRIE**

"The Sweetheart of the Blues"

ON TOUR WITH  
"THE PASSING SHOW"

Sole Direction

HERMAN BERNIE  
1619 Broadway, New York

COLUMBIA BROADCASTING SYSTEM

Presents

**LEON BELASCO**

ARMOUR PROGRAM

9:30-10 P. M., FRIDAYS

WJZ

MON., FRI., WABO,

Coast-to-Coast

Nightly St. Marie Hotel, New York

Sole Direction HERMAN BERNIE

1619 Broadway, New York

**RAY PERKINS**

Palmer House Cushman's Sons

CHICAGO BAKERIES

NBC WOR

Direction EDDIE H. BROWN

Paquale, does a good Italian dialect act with Murray and 'Sally' (Vivian Knight) is also in top rating on the program with a dumb dame back and forth.

Sard and Goode put on a black-face bit without reaching too far back for laughs. Vocal end of the program is taken care of by Kings' Men, male quartet; Bob Schaffer, tenor; Don Smith, baritone; Jimmy Tolson, Ruth Durell, and Irene Dunne. All vocal stuff is strictly on the pop order, all nicely placed and brief. Joy's orchestra backgrounds.

**MOHAWK TREASURE CHEST**  
With Howard Phillips, Don Allen's Orchestra and Martha Lee Cole  
15 Mins.  
COMMERCIAL  
WGV, Schenectady

A new, twice-weekly, 15-minute morning program, sponsored by the Mohawk Carpet Mills and broadcast over the NBC red network. Sponsor's main plant is located in Amsterdam, 15 miles west of Schenectady.

Howard Phillips, baritone, has the spotlight on program, with Don Allen's orchestra furnishing the accompaniment and playing brief interludes of dance music. Phillips sings ballads in a style which conforms with his billing. He has a pleasing voice, of some range and tone purity, but he tries, at times, to put too much feeling into his numbers. There is a stylized sameness about Phillips' vocalizing here; he becomes noticeable after the program is heard several times.

Allen's orchestra serves a smooth brand of dance music, in the limited opportunities given it. Unit rates a bigger spot.

Miss Cole talks briefly and clearly about home-decorating. She usually inserts a reference to carpets.

Announcer speaks thrice, two of the plugs being short.

Programs rate higher in entertainment value than the average morning commercial. *Jaco.*

**MARY ROSETTI and JOE BISHOP**  
Pop Songs and Parodies  
15 Mins.  
Sustaining  
KNX, Hollywood

Pretty good work by this pair, featuring pop songs and parodies, accompanied by Wilbur Hatch's studio orchestra. Bishop has been on staff for six years and has just bracketed with Miss Rosetti, who doubles as soloist between here and KMR.

Team has a nice routine, and on evening caught their 'Vive la France,' done in dialect, was a snappy gift for impersonation with a good quality soprano voice. Program is a nifty for its 15-min. spot at 9:30 p.m. *Jaco.*

**GOVERNOR HERBERT H. LEHMAN**  
Public Utility  
30 Mins.  
WGV, Schenectady

Following the policy pursued with success by his predecessors, Alfred E. Smith and Franklin D. Roosevelt, Governor Lehman carried his campaign for the spring election of 1934, of a public-utility-reform program, direct to the people of the state, in a 30-minute supper-hour address over a WGV-NBC state-wide hookup. Although the Chief Executive has' broadcast many times, he never spoke on the air with as much force and feeling as he did on this occasion.

Usually Governor Lehman contents himself with the delivery of a well-reasoned, clear-cut exposition of his views in the manner of the president of a corporation reporting to the board of directors. In this talk, however, he displayed a humor only in stating his side of the case but in answering the arguments advanced by his opponents.

The Governor explained his 12-point program for stricter control of public utilities in clear, concise fashion. He was outspoken in his

**JOHNNY JOHNSON**  
AND HIS ORCHESTRA  
PARADISE RESTAURANT  
roadway at 49th Street  
NEW YORK CITY

OTHER ORCHESTRAS  
Rainbow Room  
New Remora Hotel  
Albany, N. Y.  
Direction  
Harold Morris  
Living 46-10-1

Marino Room  
Restaurant  
Detroit, Mich.  
Direction  
Verna Brown

### Spelling—New Style

Oklahoma City, April 2.  
A small Oklahoma City boy of pre-school age recently startled his mother by announcing that he could spell 'Oklahoma City.'

Mother told him to go ahead and the youngster piped up as follows: 'WKY-Oklahoma City.'

criticism of many gas and electric light company managements, their policies and their taxes, but at no time did he make use of flamboyant oratory or resort to personalities. The Governor's talk probably impressed the average adult listener; the subject, the speaker's viewpoint—liberal but not radical—and the time combined to make it interesting. There was an unmistakable air of sincerity and a note of conviction founded on long experience in business and banking running through his whole argument. Governor Lehman possesses a clear voice, speaks with the authority of an educated man of affairs and displays good mime technique generally. *Jaco.*

**'MEET THE ARTI**  
Jack Whiting  
Interview  
15 Mins.  
Sustaining  
WABC, New York

This is a promotional undertaking by the Columbia artists-program departments. 'Meet the Artist' series is not new, but the present production slant is. Now using an mail, real or manufactured, as a spring-board for interviews. Bob Taplinger of the CBS press department purports to be reading questions put via post office to the artist.

Whiting, for example, was queried on his college days, his first theatrical experience, etc. It rates as okay fan fodder. Hits the air once weekly (Saturdays) around eating time. *Land.*

### Radio Chatter

(Continued from page 40)

man, he fumbled for his glasses and found them gone. Result was he had to ad lib, not being able to read his notes. Paul Heitmyer, manager of the station, was to have delivered an address, but his chairman overlooked him because of time shortage. A mike went dead on an important political speech and the technician Jack Erwin was replacing substitute microphone, a zealous continuity writer, straying into an audition booth, flipped a wrong switch and transferred to network. All in all, a breath of relief was breathed as the midnight sign-off rolled around.

### West

Billie Lowe goes back to KFWE, Hollywood, as staff singer after several months in Arizona for her health.

Staffs of Los Angeles stations are organizing baseball teams. First contest will be staged between KNX and KHL.

Victor McLaglen spotted as guest artist on Ben Bernie's Blue Ribbon program night of April 3.

Duke Ellington and band stay for two extra weeks on the WJB Monday night NBC broadcast.

### Tennessee

William A. Burnett, Tennessee farmer, presenting what he calls a Lepodora program each Saturday night at 6:30 over WSM.

Lawrence Goodman presenting a series of planologues each Tuesday night at 8:15 o'clock, from station WSM.

lip-Up is the latest production of station WSM, which is presented with a large cast each Sunday night at 10:30 o'clock. Under the title of 'Howdy Night' the radio, started early in January, has gathered momentum each week.

Joseph Macpherson, bass baritone, returns to his home city to join the staff of WSM and teach.

In their third season as members of the staff of WSM, on the first of May, the Vagabonds, Herald, Dean and Curt, male harmony trio, have accepted an engagement with station WSM in Schenectady.

Lasses White Minstrel Show with a cast of thirty-five artists, is bringing new life to American minstrelsy, each Wednesday night at 7:30 o'clock when they broadcast from WSM's auditorium studio to a large visible audience as well as the radio audience.

Leon Cole, organizer, who has been a member of the staff of WSM, joins hands with Bobby Tucker each Monday night at 11:30 o'clock to present an organ and piano duet

which is being received by the public.

WLAC has lifted heretofore impracticable ban on night recorded programs for Jim Reed Chevrolet Company of Nashville, to use Guy Lombardo recordings as a medium for carrying the advertising message to the public.

'Three Little Pigs' returned to WAPI minus Zell Ellis. Plans are for a guest artist on each program.

### Oklahoma

Ralph Britt band has completed 25th week in Topaz Night Club and over radio station KVOO, Tulsa.

Spontaneous response to local program of the Crazy Water Crystal Serenaders over KOMA, Oklahoma City, pleased sponsor.

John Davis band, Okla. radio fan, has listened in on 25 stations during his past year and a half.

Newest program on KOMA, Oklahoma City, is the Gulf Beach Club conducted each week-day evening except Saturday at 6 p.m. Charles E. Lovelace, president of the club conducts programs consisting of fisherman lore, and stories of the out-of-doors.

### Mid-West

Jim Cook a prexy, having being voted chief of the Uptown Players Guild.

Page Mr. Ripley—M. P. Wonbold, sound effects man at NBC, squawked about too much publicity.

Ray Lee Jackson in town mugging the NBC performers with Tom (Tolya) Fladale at the right elbow.

Charlie Previn can spend hours unraveling knots in knitted wool. At lunch, parked at the Sherman house while the decorators push the home furniture into new arrangements.

Ben Kanter's Matinee show is attracting the younger element to WJJD and some of them aren't harmful to the optics.

Hoodlums show switch from WMAQ to WENR.

Dorothy Gish guest star on the Palmer House show tomorrow (3).

Jack Saatkamp, pianist, a returner at WLW, Cincy.

Stunt musician of Crosley's WLW and WSAI, Cincinnati, have discarded black and red smocks in favor of smart Russian blouses shaded green in the sun. Whoops!

John Irwin (Prosser), new on announcing and production staff of WSAI, Cincy, is ex-amateur lightweight boxing champion of Michigan. WSAI, Crosley's Cincy smallie, has extended its broadcast schedule for weekdays by an hour, starting at 7 instead of 8 in the morning and signing off at 1 a.m.

### Georgia

Jimmy Davenport, ace WGST announcer, has joined announcing staff of WSB, Atlanta.

Ozark Mountaineers, WSB hill-billy outfit, won an prize for bands at Southeastern Inter-state Old Time Fiddlers Convention. Riley Puckett, also WSB, won first prize for band playing.

Three WSB acts are selling books published by Foster Music Publisher, Chicago. Rogers and Hornsby are selling a collection of favorite songs. Snowball and Sunshine peddle a hymn book; and Bruce Wagoner is handling a guitar method.

Pete Underwood and his orchestra (WSB) are turning 'em away at the 'Wednesday and Saturday night dance sessions at the Biltmore in Atlanta.

Ferry Bechtel and his band booked as chief musical interest in Wofford Oil Company weekly program over WSB.

### Iowa

Denver Darling, KSO, celebrating his seventh anniversary in radio with 7,316 broadcasts. 'Off the air' only six weeks of entire period.

Iowa barn dance frolic, WQOC-WHO, increased from one hour to two and now goes to three on March 31. Takes up 7 to 10 Saturday nights

**HARRY SALTER**

And His Orchestra  
WITH HIS CAMPUS CHOIR

CONRAD THIBAUT  
LOIS BENNETT  
HONEY DEAN

MIXED VOCAL ENSEMBLE

**HUDSON-ESSEX Program**

NBC-WJZ

Tuesday Nights, 8:30-9

and will increase company from 65 to 70 with auditions now under way. Sponsoring companies: Pathfinder magazine, Chicago; Ferris Nursery, Hampton; Gebhart Studios, Des Moines; Olson Rug Co., Chicago; Capitol Drug Co., Augusta, Me., and United Remedies, Chicago, plus waiting list.

Bill Spargore, announcer for KSO since station opened, now goes to KWCR, Cedar Rapids. Briardale Grocery Clerks new for WOC-WHO to replace Briardale Penman. Talent includes Maxine Pierce, F. Morley and Bill Collins and John Behan at piano and directing.

Prof. and Tom Quiz, an old program that has been sporadic on (Continued on page 45)

### The International Buffoon

**AL TRAHAN**

**TRAVELCADE**

Dir. CHARLES MORRISON

**fred allen's**  
HOUR OF SMILES  
WITH  
PORTLAND HOFFA  
JACK SMITH  
IRWIN DELMORE  
LIONEL STANDER  
PAUL HENNING  
EILEEN DOUGLAS  
LENNIE HATTON'S PRANA  
TRIO  
Material by Fred Allen and Harry Tugend  
Management: Walter Batchelor  
Wednesdays, 9-10 P. M., E. S. T.

**Isham Jones Orchestra**

**COMMODORE HOTEL, N. Y.**  
The big show sponsored by  
EZ Lick every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Thursdays and Fridays, 11:30-12 P.M. Saturdays, 11:15 P.M. coast to coast. WABC

**HENRY BURBIG**  
"A Gay Young Blade"  
GILLETTE PROGRAM  
Monday, Wednesday, Friday  
9:45 P.M., WEAF  
Sole Direction  
Ben Locke Productions

**HOTEL PIERRE**  
**JACK DENNY**

AND HIS ORCHESTRA  
WEAF  
Tues, 12:30 A.M. Richard Hudest  
WABO  
WJZ  
Sat, 12 Midnight  
Mon., 11:30 P.M.

**LITTLE JACKIE HELLER**  
Mon., Tues., Fri., 4:15 P. M.  
Wed., 4 to 4:30 P. M., CST  
Sat., 4:30 P. M., NBC  
Management: HBC, Chicago  
Per. Rep. HERMAN BERNIE  
New York City



# Radio Directory

As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.

## New York City

**NBC**  
(Stations WJZ-WEAF)  
30 Rockefeller Center  
Circle 1-8000  
M. H. Aylsworth, President.  
Richard C. Patterson, Jr., Executive V.P.  
Edgar Kobak, V.P. on Gen. Sales.

## ESCOFFIER'S SAUCE

is a perfect concoction; because of his expert knowledge of the

## CULINARY ART

in radio as in everything else always consult an expert

**david freedman**  
-program builder  
c/o Variety, New York

## HENRY BUSSE

AND HIS MUSIC  
NOW  
CHEZ PAREE  
Chicago

ightly CBS

## THE GREEK AMBASSADOR

OF GOOD WILL

## GEORGE GIVOT

On tour with condensed version "New Yorkers"

Sole Direction

**HERMAN BERNI**

1619 Broadway, New York

## Jack and Loretta Clemens

**WJZ**

10:45-11 A.M.

Mon, Wed, Fri

**WILBERT'S FLOOR WAX**

Sole Direction

Ben Roche Productions

## IRENE TAYLOR

Personal Management

**SEGER ELLIS**

**ROCKWELL O'KEEFE,**

RKO Bldg., Radio City, New York

## JOHNNY GREEN

and HIS ORCHESTRA

**OLDSMOBILE PROGRAM**

Tues. and Fri. 9:15 P.M.

**BRUNSWICK RECORDS**

## Joe Parsons

Radio's Low Voice

**SINGLAI MINSTREL**

Every Monday, 8 P. M., N.B.C.

CHICAGO

## Los Angeles

**KFI**

Arthur Kales, V.P. and Gen. Mgr.

Glen Dolberg, Program Dir.

**KFWB**

Warner Bros. Pictures Corp.

Werner Bros. Theatre Bldg.

Gerald King, V.P. and Gen. Mgr.

Chester Mittenfod, Commercial Mgr.

Jack Joy, Program Dir.

Johnnie Murray, Charge Vaude Program

Kay Van Riper, Charge Dramatic Program

Chas. Hawatt, Chief Engineer

Frank Murphy, Supervising Engineer

George Fischer, Publicity

**KMX**

Western Broadcasting Co.

Otto K. Olson Studios, Hollywood

Hempstead 4101

Guy C. Earl, Jr., President

Major Rogers, V.P. and Gen. Mgr.

Carl B. Nissen, Commercial Mgr.

Kenneth C. Ormiston, Technical Super-

visor

Van C. Newkirk, production manager

Willard Hatch, Music Dir.

Leo Mawhinney, publicity

**KMPC**

(Beverly Hills)

MacMillan Petroleum Corp.

981 Wilshire Blvd.

Oceanview 5101

Hugh Ernst, Jr., Gen. Mgr.

Jerry Tegen, publicity

Baron Von Gey, production manager

**KMTR**

KMTR Radio Corp.

915 No. Formosa, Hollywood

Hillside

Reed E. Callahan, President

David Ballou, general manager

Salvatore Santella, Musical Dir.

**KGFI**

1417 So. Figueroa St.

Prospect 3750

Ben S. McLaughlin, owner

Duke Hancock, President

Firebird Broadcasting Co.

**KRKD**

341 South Spring St.

Madison 3101

Frank Doherty, President

V. G. Freitag, Gen. Mgr.

Del Lyon, Sales Mgr.

**KTM**

Ichewick Broadcasting Co.

214 So. Vermont

Eastview 1241

Charles Viner, Pres.

George Martinson, Manager

**KFAC-VFVD**

Los Angeles Broadcasting Co.

1414 Mariposa Ave.

Fitzroy 1281

E. L. Lord, President

George Monks, commercial manager

Calvin Smith, studio manager

Burton Bennett, production manager

Chaucer Haines, Jr., musical director

Tom Gibson, charge dramatics

**lowa**

(Continued from page 44)

WOC-who, going back on the air

with Bob Blylock as professor and

'Dutch' Reagan as Tom Quiz. Idea

is questions answered with prizes

awarded best answers sent in.

Sponsored by Snelderhahn co., Des

Moines.

KSO handling canary concerts

from local department stores. The

10-min. program broadcast from the

housewares department and merely

merchandising birds and birdseed.

Announcing returns on city pri-

maries. KSO called two top-notchers

as soon as they were sure and had

them at the station ready to thank

the voters as soon as all returns

were in.

Clark Luther, salesman for WOC-

who getting up the program for

Central Flour co. to revive old songs

and include Drake U. male quart-

ette.

Des Moines, picture house, set a

precedent by using the 15-min.

transcription from 'Cat and Fiddle'

on KSO.

**Pennsylvania**

Wayne Cody, WFI Jolly Man,

celebrating a birthday last week.

Larry Tate, WCAU warbler, ex-

hibiting his mugs on the latest

Walter Donaldson tune.

Ed Levy, Joe Penner's scri-

back home while Penner plays the

Barle theatre, in Philly.

Mickey Fields, editor of

Norm Ginsburg's (Shirley Howard's

spouse) new sheet, the 'Radio

Press.'

Charley Shoffner, WCAU farm-

er, makes a radio tour, continuous

years on the air—April 11.

Jack Leitch joins the rest of the

country's head engineers for a trip

out to WLW to look over the 500,000

watts.

WCAU manager, Bob Street, to

Pinehurst for a snatched vacation.

Joe Green, Jimmy Smith and Billy

Kittie doing a Sunday eve feature

vis. WIP from the Boyd theatre.

Mayer Davis batoning the new

**San Francisco**

**NBC**

(Stations KGO-KPO-KYA)

Western Division

111 Sutter St.

Sutter 1920

Don E. Gilman, V.P. and Western Dir.

Mgr.

C. L. McCarthy, Asst. Dir. Mgr.

Lowell Frost, Prog. Dir.

Harry Anderson, Sales Mgr.

A. H. Saxton, Mgr. of Plant Operations

and Engineering

Lloyd E. Yoder, Press Dir.

H. J. Maxwell, Office Mgr.

William Andrews, Chief Announcer

Cecil Underwood, Prod. Mgr.

Roy Frothingham, Sales Promotion

Manager

**KYA**

888 Market St.

Prospect 845

Edward McCallum, Station Mgr.

Lynn Church, Prog. Dir.

Harry Bechtel, Chief Announcer

**KFRC**

(Don Lee-Columbia outlet)

1000 Van Ness Ave.

Prospect 5100

Fred Fabst, Don Lee Gen. Mgr.

Harrison Holloway, Station Mgr.

William Wright, Prog. Dir.

Arthur Kemp, Sales Mgr.

Al Cornack, Technical Dir.

Claude Sweeten, Musical Dir.

**KJBS**

(Julius Brunton & Sons, owners)

1380 Bush St.

Ordway 4148

Ralph Brunton, Mgr.

Ralph Smith, Prog. Dir.

**KTAB**

115 O'Farrell St.

Garfield 4700

M. E. Roberts, Mgr.

Frank X. Galvin, Prog. Dir.

**Los Angeles**

**KHJ**

(Columbia Don Lee Broadcasting System)

1078 West 115 Street

Vandike 7111

Don Lee, President

C. Flaxburgh, V.P. and Gen. Mgr.

Raymond Paige, Musical and Program

Dir.

Paul Rickenbacher, Production Mgr.

Kenneth Hines, Asst. Prod. Mgr.

Herbert Whittemore, Traffic Mgr.

Arthur J. Kemp, Asst. Adv. Mgr. (113

David Heenan, publicity

Thomas Lee, Asst. Bureau, Ted Braun,

mgr.

**KFI and KECA**

(NBC outlets)

Earle C. Anthony, Inc.

1000 So. Hope Street

Richmond 6111

Earle C. Anthony, President.

band at the Bellevue-Stratford  
hostelry, with a CBS wire.  
Murray Arnold, WIP word-sli  
attacked by a case of laryngitis.  
Bill and Ginger, WCAU Columbi  
show, drawing plenty of mail after  
an appeal for names for the ex-  
pected blessed event in the pro-  
gram.  
Philly summer business  
bigger than ever before,  
town's optimistic.

Teddy Brewer orchestra in at the  
Marigold, Rochester, for two weeks.  
Betty Millon is singing. Orchestra  
just completed an 11-months en-  
gagement over CBS for a New York  
restaurant.

## THE ARMOUR JESTER

# PHIL BAKER

EVERY FRIDAY EVENING  
WJZ, NBC NETWORK  
COAST-TO-COAST

NEW YORK 9:30-10 P. M.  
CHICAGO 8:30-9 P. M.  
E.S.T. WJZ  
Thru Station WENR

# HARRY McNAUGHTON

ALIAS "BOTTLE"

THE ARMOUR HOUR

very Friday Evening

NEW YORK 9:30-10 P. M.  
CHICAGO 8:30-9 P. M.  
E.S.T. WJZ  
Permanent Address, LAMBS' CLUB,  
150 West 44th St., New York City

# ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

**WABC**

SUNDAY, 2:30 p. m.-3 p. m.

**WEAF**

WED.,  
8:30 p. m.-9 p. m.

# ROY FOX

AND HIS

**BAND**

**CAFE de PARIS**

**LONDON**

**B.B.C. NETWORK**

# VIVIAN JANIS

"ZIEGFELD FOLLIES"

CBS, Mon.-Fri., 12 Midnight

Sole Direction

**HERMAN BERNI**

1619 Broadway  
New York City

## N. Y. Layoff Musicians Grumble as 300 Insiders Divide Radio Work Through Friendship, Dizzy Rotating

With an estimated 5,000 active musicians in New York, a select few commute between the studios of the two networks, playing in one name band after the other. In the meantime the unchosen many go hungry.

According to a leader time weekly shot of his own, there are about 300 musicians, if that many, on the air, from whose ranks most orchestras are made up. These musicians kept working constantly, from audition to rehearsal, to broadcast, and back again. Some individuals aver up \$600 weekly.

Those on the outside, hungrily looking on, blame this partly on the agencies, partly on the leaders. Both groups, it's advanced, want completely routine men. As a result the personnel of some of the major commercial bands have a low percentage of variation. So much so that there are instances on record where leaders have changed rehearsal times because too many of their men have been on other jobs. And it's no novelty to have men walk in after rehearsals or programs have begun, for the same reason.

To anyone spending any time at either or both the networks this is as obvious as the brass buttons on an NBC page boy's monkey jacket. Louis Sayde, violinist, is offered as one example, playing with Leo Reisman, Nat Shilkret, Lennie Hayton on Terraplane and Ipana-Sal Hepatica and others. Charlie Margolis, trumpet, is with Hayton, Leon Belasco (Armour), Shilkret, Arnold Johnson (True Story).

Tommy Dorsey, trombonist, Larry Abbott and Dick Ladd, saxes; Lou Rademan, Benny Baker and Manny Klein, trumpet, are some of those doubling constantly.

**Few Exceptions**  
Exceptions to this rule are radio bands who have hotel spots where this condition cannot, obviously, obtain, and Rudy Vallee, Casa Loma, Paul Whiteman, etc. It may also be an explanation of why they're tops.

It's advanced that the agency angle is partly one of fear, the radio executive with the agency wanting to make sure the band offered his clients won't flop. It also means, however, that the band submitted sounds just like its neighbor or twin brother, which it may partly be. And those who decry this situation say that the men who can't get the work are as capable as those that do. This holds particularly true of radio, where a program is, mainly, just a program, and it's irrevocably over when that last gong bangs.

Musicians kept constantly on the move are in surprisingly high money brackets. Very minimum is \$6 hourly for rehearsals, \$12 performances. Multiply that by the days of the week, including Sunday and the number of jobs they

do. It's so bad that there are those who claim the players are often too physically tired out by the constant grind to give the best in.

### Name Own Substitutes

Equally as bad is the substitute system. When those in the select circle can't fill a job, they get their own substitutes replaced. This prevents the outsider from getting a look-in. Likewise it obligates the sub so that his beneficiary gets any jobs the sub may not be able to fill in at some future date.

Exception offered to the clique rule is that rare occasion when a member of the circle is unavailable. Yet there are instances where one of the outsiders may have played an audition and the sponsor sold, only to be replaced, after the band had been accepted, the point that the original sale had been otherwise made being overlooked.

Another factor working against the outsider is a union ruling regarding dues. Musicians must be paid up or no work. This means they must often turn down calls. It gets worse for these chaps daily, the back dues being augmented by fines for not being paid up.

## Music Notes

British rights to 'The Dutch Mill' has been sold by Select Music Publications, Inc., to Campbell-Connelly.

Mario Zanloni has taken over management of the Hollywood night club, Barre, Vt. Will operate the place under name of Casa Nuova.

Mal Hallett's orchestra booked for the Junior Prom at the University of Vermont, May 11.

Happy Merak's band now playing at the Hampton, Hampton, N. Y.

Louis Bernstein felled it for Miami to recover from a series of sessions with the law courts. Figures to stay there 10 days.

Irwin Dash due in from London aboard the Washington, Thursday (5) to pick up some publications rights for the British territory from both publishers and writers.

Donaldson, Douglas & Gumble has taken the restriction off 'The House Is Haunted.' Tune is in the Zigzag field Follies.

Mickey Addy has switched to the Donaldson, Douglas & Gumble professional staff from Leo Feist, Inc.

Leo Zollo, currently at the Ben Franklin, Philadelphia, may be Rubinoff's successor at the Roosevelt, New York. Rubinoff pulls out of here for the Coast April 12.

### JAN GARBER CATALINAS

Los Angeles, April 2.  
Jan Garber orchestra opens a summer stay at Catalina Island July 1, season extending until Labor Day.

While on the island, Garber Sunday Easy foam program will be etherized from KFI. Nightly sustaining programs over KFI and the Don Lee system will be picked up direct from the resort.

### In Difficulties

The Hague, March 24.  
Concertgebouw Orchestra in difficulties and government will probably have to lend a helping hand. Also seems certain that Dr. Mengelberg will not take up his baton there again. Rumored that Bruno Walter stands a good chance to succeed him. At present German conductor, Fritz Busch, taking Montreux place.

## Lombardo Band Treks

Los Angeles, April 2.

Having finished their assignment in Paramount, 'Happy Rhythm', the Burns and Allen pic, Guy Lombardo band goes into the Orpheum, San Francisco, for Fanchon & Marco, week starting April 7.

From there Lombardo jumps to Galveston, Tex., for two weeks at the Hollywood club, to be followed by a series of one nighters into New Orleans. Opens in latter town May 4 at the Club Forest for two weeks. Band then plays some college dates and opens June 7 at the Waldorf-Astoria, N. Y.

## AA RATING FOR S-B CO. IN ASCAP

Another publishing firm has been added to the rank of AA in the American Society of Composers, Authors and Publishers, making three catalogs now holding that classification. Upping went to Shapiro-Bernstein last week's meeting of the society publisher-rating committee. Shapiro-Bernstein's previous class was A-1.

T. B. Harms, Inc., also came in for a boost at this committee gathering. This firm, which is a subunit of Harms, Inc., was moved from CC to B.

Other publishers holding AA rating are Irving Berlin, Inc.; Leo Feist, Inc., and M. Witmark & Sons.

### SANTAELLA DIVORCE

Los Angeles, April 2.

Salvatore Santaella, Coast musical director, being sued for divorce by Lillie Santaella on cruelty grounds. Couple were married in 1922 and have one daughter, 12.

Mrs. Santaella seeks temporary maintenance of \$25 weekly, and also seeks custody of the daughter until her education is completed.

Jack Mills is making a swing of his branch offices.

## NIGHT CLUB REVIEWS

### CLUB STRATFORD

(PHILADELPHIA)

Philadelphia, March 31.

They have been saying around Philly that night clubs have as much chance as a snowball in hades, but Meyer Davis upsets the legend. Band leader returned to his hotel hangout and panicked them with the biggest niter opening in the history of the town. Eighteen years ago Davis played his first job in the same room.

Atmosphere of the place reeks with swank. Seats 400, right off the main floor lobby; high-ceilinged rectangular room, band shell elevated on the center, affords a spacious dance floor. Whole place is remodeled, with yellow blue and silver making a smart and subdued color ideal. Some bad spots in the set-up because of large pillars and corners made by the bandstand.

Fare is way up for the town at \$250 minimum for Sals, with the beau coup price of \$9 for Pomey's 1926. Fare will completely eliminate the youngsters and most of regular n.c. crowd, with Davis depending heavily on the socialites to see him through. Hostelry has always been the tony spot, and opening up this way may change the complexion of the town.

Davis conducts his own 15-piece unit, and m.c.'s the show. Blonde Phelps Twins open festivities with a pair of taps for a fair hand, followed by Magician Paul Duke, whose tricks are lost in the big place and outstays his welcome anyway. Jeanne Travers, a torch singer from Rox's gang, can't even be heard through a p.a. system.

Night's sensation was the dance team of Gomez and Winona, who snared a show-stop and three encores. Rest of the show could have gone home if this team had first got instead of last. Bankers forgot their dignity, the crowd got off their hands and the place was in an uproar. Never has been a leaner so terrific in Philly.

Davis' band is the largest of any niter here, and does the smoothest job around. Plays the show neatly, and packed the floor for dancing. Draw of the place is limited to money people, but is good for Philly, since it'll open the other dark night clubs. Although it's a one-night

## By-laws Amendment Sets Up Non-Director Appeals Board for Classification Squawks in the ASCAP

### Sosnik's 6-Wk. Tour

Chicago, April 2.

Harry Sosnik's band will be replaced by an aggregation under Carl Hoffmeyer in the Edgewater Beach hotel ballroom when Sosnik goes on the road.

Sosnik is scheduled to leave on the tour April 27 and be back within six weeks to open in the hotel's Beach walk spot.

### MCA SETS COAST TREKS FOR LEWIS, ELLINGTON

April 2.

Music Corporation of America is laying out tours of one night stands in coast states for both the Ted Lewis and Duke Ellington bands.

Lewis starts immediately following his current week at the Orpheum, San Francisco. Ellington pushes off after he winds up at the Cotton Club here.

### Cop's Concerts

Major John F. Warner, son-in-law of Al Smith, plays the piano when he isn't directing the New York State Police. He gave a recital before the Albany Community Chorus, his second concert appearance in recent months.

Troopers' chief studied music for two years in Europe, and while at Harvard composed the music for a 'Hasty Pudding' show.

Joy Lovell now is m. c. of the floor show at the Green Lantern on the Schenectady-Saratoga. (N. Y.) road.

burg, the smartness, the food and the elegant services may bring out the lazy bridge players and start a rush of late night business. *Gosch.*

### CUBANACAN, N. Y.

Overnight this typically Cuban niter on 114th street and Lenox avenue, just this side of the Harlem black-and-tan sector, will find itself famous one of these days and will be turning them away. That's the way of nite life in New York, but as yet this characteristic corner of Havana-in-New York hasn't quite caught on although more and more of the welsenhelmers are 'discovering it.'

If for nothing else, a trip to the Cubanacan is very much worthwhile to take in the authentic native Cuban orchestra. They give out sons, danzons, rumbas and tangos only like a Lecuona, Azpiaz or similar type orchestra can. It's the McCoy. Once heard there's no mistaking it.

Wisely enough Proprietor Moreno and Manager Raymond S. Sabat taboo any compromise with fox-trotology and the like. The marimba, ghouls, maracas and all the native instrumentation combine in some wicked rhythmic, all strictly native.

With the band are Ofelia and Pimento, who do one of the hottest rumbas extant. It's a somewhat raucous, downy version, but it's colorful to say the least. Considering that the rumba basically isn't exactly a gavotte that's checked out, there are also native specialists of one type or another; likewise an assortment of hostesses to teach lonesome stags how to properly rum.

Chow is authentically Cuban, and the 'official' drink is, of course, the daiquiri with its bacardi base. Minimum check \$1; the food specialty of the house (native chicken with rice) \$1.25; cocktails 50c. WBXN every night etherizes the band for 30 minutes from 11 p.m. to 12. It is the type of novelty instrumentation that will help put this small station on the map. If the band had wider ether coverage, it would be the type of bally for the house which would command a turn-away trade. Cubanacan (the native of a Cuban deity or chief) left in N. Y.

Writer and publisher members of the American Society of Composers, Authors & Publishers will now be in a position to take their squawks against the classifications handed them to a group outside the organization's board of directors. Under an amendment to the by-laws adopted at the annual meeting Thursday (29) of the Society, the writer and publisher factions will elect each a board of appeals to review the ratings of dissatisfied members.

In the case of the writer appeals coterie any decision made by it will be accepted as final. Function of the publisher appellate group will differ somewhat in this respect. If the latter board overrules a ranking designated by the publishers' classification committee the finding will not become final until okayed by the entire ASCAP directorate, which consists of 12 publishers and 12 writers.

For their appeals board the writers will elect by mail ballot nine members, with three representing the popular field, three the standard element and three the production element. Publisher tribunal of appeal will be limited to six electees because of the relatively small number of members in that faction who would be eligible. Amendment restricts from membership on the appeals board all publishers who through partnership of corporate association are connected with members of the publishing end of the ASCAP directorate, who also serve as that faction's classification committee.

**One-Year Terms**  
It was figured that by eliminating those made ineligible through such affiliations, firms not active in the business, out-of-town members and concerns in the lower brackets, there would be only around 60 publishers to draw from. Term of the appeal boards is limited to one year.

Idea of creating this board of appeals originated with the Songwriters Protective Association. It is the leaders of the latter organization who have been fighting for the adoption of the measure the past two years. Appeal board amendment is the only article in the ASCAP constitution or by-laws which permits the election of any one directly by the collective membership. The board of directors is self-perpetuating and the officers receive their appointments from the board.

Annual dinner followed the meeting and the former event was an exceedingly party one as compared to what happened at last year's eat and gab fest. Only member who raised a voice of disquiet at Thursday night's affair was Billy Rose. The writer-cafe impresario wanted to know what the Society's board of directors was doing to reduce the organizational overhead so that the members could derive better shares of the millions collected each year, also what was being done to the publishers to extend their contracts in the Society beyond the end of 1935.

Rose assailed the publishers for their attitude in the latter matter and scored the directors for continuing to maintain high-salaried executives in ASCAP and sidestep the problem of reducing the current cost of collecting royalties, which represents 31c. out of every dollar.

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# MDS STRIKES BACK AT MAYER

## Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. These plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS) along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from Radio Log compiled by Accurate Reportin Service.

title	WEAF-WJZ WABC	WOR WMCA	Total
'True'	20	19	39
'You Ought To Be in Pictures'	16	17	33
'Over Somebody Else's Shoulder'	16	16	32
'Wagon Wheels'			29
'Dancing in the Moonlight'			28
'Without That Certain'			26
'Carolina'			25
'I Knew You When'			25
'Neighbors'			25
'Going to Heaven on a Mule'			24
'Infatuation'			24
'Let's Fall in Love'			23
'What's Good for the Goose'			23
'She Reminds Me of You'			20
'This Little Piggy'			20

## Pubs on Every Corner Irk Barney Gallant; Gifts Pal With Village Club

Barney Gallant, who through 15 years of prohibition was a more-or-less an immune institution in New York's Greenwich Village, because even the prohibition enforcement squad recognized that Barney ran high-class joints only, finally decided to get away from it all. Last week he turned over as a gift his \$25,000 Washington Square Club (better known as Number 19) to Arnold Rossfield, his friend and headwaiter for many years. Rossfield will continue operating No. 19 Washington Sq. N. (the old Shattuck home) now that it has a license 'n' everything. The necessary liquor license at first was slow in coming. Too many squawks from the Wash. Sq. N. residents. They never did like the idea of the snooty niter which Barney ran amidst the residential houses, but finally they gave in.

But that's when Barney bowed out. He was accustomed to \$1-a-drink cocktails (\$1.50 for imported champagne cocktails) and the like, but now that drinks are to be had in Childs and on every corner it ain't what it used to be.

Gallant's on Washington Sq. N. has a staff of 60. Arnold (as Rossfield is best known to his patronage) will try, and keep 'em all together in continuing operation of the club. He's been doing that anyway every time Gallant decided to go on a trip around the world.

**Dario-Diane Stay**  
Dario and Diane, slated for two weeks at Place Piqualle, N. Y., have had their contract extended to the end of the season. Dancers just got back from Hollywood. Marion Chase is back at Piqualle. Claudette Carlay out.

## Inside Stuff—Music

Famous Music Corp. has yielded to the protest of Bing Crosby. Publishing firm will not include a picture of the warbler and his baby on the title sheet of the Crosby film. Crosby contended that his contract with Paramount, of which Famous Music is a subsid., does not allow exploitation use of his photo in connection with anything other than films.

Time involved is not from a Crosby film. It's on the publishing firm's general release list with Sam Coslow and Arthur Johnson the co-authors.

Hays office and Music Publishers Protective Association are due to resume negotiations for a standard synchronization contract April 16. MPAA is now ready to do business with the film men for the rights also covering Australia, England and France. Authorization to represent these countries was recently obtained by the American publishers' organization.

Means that the MPAA is now in a position to set itself up as a world rights clearance bureau, or at least as a beginning in that direction. Head representative for the picture producers in the sync contract pourparlers is Edward P. Kilroe.

## Hotel St. Francis Loses Murals, Rugs in Fire

San Francisco, April 2. Carpenters and decorators are working on the Colonial room of the Hotel St. Francis, which was ruined by fire last Sunday morning. Flames ate away invaluable murals, and water destroyed rugs and walls of the dining room, which is adjacent to the Embassy room, recently done over at a fancy cost.

Most of the guests watched three fire companies battle the flames, among them William Wellman, film director, honeymooning here; Gus Arnheim, Naomi Warner and others.

## Roberts Studies in L. A.

Los Angeles, April 2. Biltmore Bowl, former Gold Room at the Biltmore hotel, reopens Thursday night (5) with Hal Roberts and his student orchestra providing a complete floor and stage show. Dance music will be played by a 21-piece outfit, with a 16-people chorus made up of six girls and 10 boys will vocalize. Trios, teams and other combinations will provide music and comedy.

Opening night gate of \$5 includes dinner, dancing and a bottle of imported champagne.

## Roesner Ived!

San Francisco, April 2. Walt Roesner, maestro at the Warfield, is walking around in a dream these days. He made a hole in one, legitimately, too, at Harding, the other morning.

## EVER STAMPEDE DURING MIDTRIAL

**Battle of Jobbers Goes On—Trade Still Has No Legal Decision on Right of Publishers to Organize for Central Distribution**

### CHAOS THREATENS

Music Inc. is striking back at Max Mayer with a monopoly and conspiracy in restraint of trade suit of its own. An order was obtained from Justice Albert Cohn in the New York Supreme Court Saturday (31) calling upon the head of the Richmond-Mayer Music Co. to show cause why he, and the nine publishers who settled their end of Mayer's anti-trust suit while in midtrial shouldn't be enjoined from carrying out the provisions of the settlement agreement. Order is returnable before Justice Cohn Wednesday (tomorrow). MDS is also asking that it be awarded \$100,000 for damages allegedly inflicted incurred through the withdrawal action of these publishers.

In the complaint upon which the show cause order was obtained the MDS charges that Mayer and his counsel had stamped the nine publishers into settling their share of the suit by picturing to the defendants, while the trial in the U.S. Court was on, the huge costs they would have to bear if the jury returned a verdict for the jobber. The settlement agreements which these publishers signed, states the complaint, constitutes interference, boycotting and discrimination against the MDS and should be declared by the court as 'oppressive, illegal, in restraint of competition and null and void.'

Named with Mayer as defendants are the nine publishers who settled with him before Judge Bryant handed down his decision declaring that Mayer had not proved that the MDS operated illegally. Co-defendants cited by the MDS in its counter action against Mayer consist of M. Witman & Sons, Harms, Renick Music Corp., Famous Music Corp., Irving Berlin, Inc., Ager, Yellen & Bornstein, Inc., Shapiro, Bernstein & Co., Mills Music, Inc., and Santy Bros.

**Douglas' Affidavit**  
Accompanying the MDS injunction petition is an affidavit signed by Walter Douglas, of Donaldson, Douglas & Gumble, one of the three publishing firms that saw the Mayer suit through to a finish. Douglas testifies in his paper to the allegation that the publishers who withdrew from the Mayer trial had been satisfied with their membership in the MDS and that by granting Mayer preferential prices and withdrawing their support from the MDS they had destroyed the entire goodwill of the distributing outfit and also its ability to serve small and large dealer alike on an equal, competitive basis.

Douglas' affidavit also describes the alleged system of 'terrorism' engaged in by the Mayer faction during the trial which, he alleges, coerced the nine publishers into making private agreements of settlement with the jobber plaintiff. To start off, the settling publishers were frightened by Mayer's trial counsel when in making his opening address to the jury he stated that the complaint sought to recover \$1,250,000 damages and that under the statute the amount of damages found by the jury is multiplied three times. Mayer's counsel is also claimed by Douglas to have threatened private conversations with the defendants that the publishers who were most responsible financially would be called upon to pay the damages awarded without any right of contribution from the others involved. Complaint filed with the MDS also

## SPA Will Name Film Producer in Court Test of Sync Rights Dispute

### Mayer's Rebuttal

Mayer's legal camp yesterday (Monday) not only engaged itself in preparation for the crossfire before Justice Cohn but proceeded to set for notice of trial which the jobber has had pending in the New York Supreme Court since December, 1932. This latter action was brought against the MDS and the same publisher defendants, charging that the Donnelly Act (the State anti-monopoly law) had been violated and asking for \$350,000.

Irwin A. Edelman, the jobber's counsel, averred Monday that it had been his client's original wish to let the Federal court decision be accepted as the final dictum and that nothing be done about the State action, but since the publishers showed a disinclination to call it quits the Supreme Court litigation would be pressed.

Each of the publishers who settled with Mayer while the Federal court trial was on have paid the amounts agreed upon as their individual shares of the court and Mayer counsel costs. This settlement money came to around \$80,000. Publishers figure that in the event Justice Cohn upholds the MDS contention that the settlements were unlawful the coin they paid over to Mayer's counsel will be returned to them.

contends that the agreement between Mayer and the nine publishers should be ordered vacated on the grounds that they constitute a contract to break a contract. Referred to here are the contracts that existed between the nine publishers and the MDS which had until the end of this year to go.

News that the MDS and its counsel, Gilbert & Gilbert, were preparing the restraining action against Mayer was bruited around the publishing trade the early part of last week. It was also reported that the distributing combine was arranging to call attention of the Department of Justice to a supplementary paper affecting the NRA which Mayer's counsel had the nine publishers' signature. In this supplementary paper the publishers were asked to state that they were against including in the music industry's code a provision sanctioning such publisher combinations as the MDS.

In the meantime the stockholders of the MDS have decided to continue the MDS as a corporation but, pending litigation, appoint the Maurice Richmond Music Dealers Service, Inc., as its agent. Richmond, Mayer's former partner, was the MDS general manager. The quarters and facilities he is now using as a jobber were those of the MDS.

**Richmond's Clients**  
In a letter he sent out to the dealer trade last week Richmond declared that the publishing firms were still shipping and selling through him on an exclusive basis: Bibb-Lang, Broadway Music Co., Irving Caesar, Inc., Crawford Music Co., L. B. Curtis, DeSylva, Brown & Henderson, Donaldson, Douglas & Gumble, Harry Engel, Inc., Famous Music Corp., Leo Feist, Inc., Isham Jones Music Corp., Keith Music Corp., Kornheiser-Schuster, Inc., Luz Bros., Miller Music, Inc., Olman Music Corp., Select Music Publications, Inc., Shapiro, Bernstein & Co., and Milton Well Music Co.

Shapiro, Bernstein and Famous Music (Public Paramount subsid.) are among the nine publishers who settled with Mayer. Louis Bernstein of the S-B concern let it be known last week that he would live up to his agreement with Mayer insofar as selling at a discount the jobber whatever music he ordered. Otherwise the old status of price would

Protective Association is preparing to test out in the courts the organization's claim to authority over the synchronization rights of a members' unpublished work. Suit, when filed, will, it is planned, name one of the major picture producing companies.

SPA and the Hays office have been exchanging words over this issue for a year, and the writers' association feels that the only way it can be settled is through the process of litigation. Dispute over the synchronization angle is responsible for the wrecking of negotiating between these two factions for a uniform contract. Film men have agreed to the improvement of various conditions involving writers employed by the studios but refuse to budge from their original stand on the synchronization point.

**Filmies Want Rights**  
Producers contend that when a writer works on a fixed salary for them the studio retains the synchronization rights to the manuscripts regardless of whether the numbers are used in one picture or another. SPA argues that the producer's rights in this respect are limited. Picture maker, hold the SPA, has claim only on the compositions he uses in the production for which the writer had been engaged. If the producer shelves any of these manuscripts they cease to be the property of the studio and their claim, in every way becomes that of the author, with the result that if the producer wants to resort to these shelves he must deal for this right with the SPA.

Under the by-laws of the writers' organization the SPA holds the exclusive sync rights to a member's unpublished compositions.

### Albany Active

Albany, April 2. Ten Eyck hotel is offering all competition to the New Kenmore hotel's floor shows, which have been doing bang up business all winter. Beginning Saturday (31) the Ten Eyck supplemented Herb Gordon's orchestra with Elsa Lang, Niles Garrison and Edith Bennett, Shura Dante and Dick Wharton.

Kennere changed its show the same day bringing in Bonnie Poe to succeed Ann Pennington, in addition to Barringer and Lazar, Kay Scott and Louise Roselle. Holdovers are Harry (Happy) Stevens and Johnny Johnson's orch.

DeWitt Clifton hotel introduced a local minstrel, Francis Murphy, to succeed Don Mayhew's orch.

**Songwriters' Protective Association**  
re-elected Sigmond Romberg, pres., Irving Berlin, v.p., Fred E. Ahlert, sec., Ira Gershwin, treas., and Edgar Leslie, chairman of the council. Appointed councilmen were Berlin, George Gershwin, L. Wolfe Gilbert, George Meyer and Joe Young.

obtained between his firm and Richmond as agent for the MDS.

It is the intention of MDS' counsel to call on the court after and if the injunction is granted to adjudicate the law of monopoly and restraint of trade as it affects the MDS. As yet no court has declared itself on the legal aspects of the MDS. All Judge Bryant did in his findings was to aver that the evidence as presented by Mayer did not prove to him (Judge Bryant) that the MDS had been guilty of unlawful methods. Yet to be settled is whether or not a group of publishers have a lawful right to combine for the purposes of shipping and selling centrally and doing this on the principle that the price of their product will be fixed and equal for all buyers regardless of quantity.



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